ROSS REPORTS—TELEVISION INDEX

JAN 28-FEB 3, 1957

VOLUME 9 NUMBER 5

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(Jan 28)

NBC- 11:15pm-1am EST, Mon thru Fri; DEBUT - Tonight! - LIVE from WRCA-TV(NY); also WNBQ(Chi) & KRCA-TV(LA), 51 stations live, 6 kine. § Sponsors- Participations. § Pkgr- NBC-TV(NY); Exec Prod- Richard Linkroum; Prod- Norman Frank; Assoc Prod- Roger Gimbel; Remote Dir- Ted Nathanson; Studio Dir- Lynwood B. King, Jr.; Chicago Location Prod- Don Meier; LA Location Prod- Furth Ullman; LA Location Dir- Bill Bennington; Managing Ed- Frank Barton(NY); Talent Coordinator- Tony Ford(NY); Comm Anncr- Jack Lescoulie. § Jack Lescoulie is host, on-camera coordinator and commercial voice for this completely new program, which is designed to catch the tempo of night life throughout the country. Six newspaper columnists will cover this version of "America After Dark": Hy Gardner, N. Y. Herald Tribune syndicated columnist; Earl Wilson, N. Y. Post and Hall Syndicate columnist; and Bob Considine, International News Service columnist; all in New York. Irv Kupcinent, Chicago Sun-Times syndicated columnist will cover the Midwest. Paul Coates, Los Angeles Mirror-News columnist, and Vernon Scott, Hollywood reporter, United Press, will report on the West Coast from Hollywood. The show will cover entertainment, newsworthy events and features from remote locations via the show's own mobile units and also from studio locations. The program replaces Tonight (last show Jan 25), the studio entertainment program which starred Ernie Kovacs as m.c. on Mondays and Tuesdays, and starred Steve Allen as m.c., Wednesdays thru Fridays.

Sunday(Feb 3)

CBS- 2-2:30pm EST; SPECIAL - For God and Country - LIVE from WCBS-TV(NY), to the net. § Sustaining, public service. § Pkgr- CBS Public Affairs with The American Legion; Prod- Jack Kuney; Dir- Av Weston; Writer- Martin Plissner. § Will Rogers, Jr., is m.c. for this special program in The American Legion's annual "Back to God" program series. A special feature will be a memorial to the "Four Chaplains" who died aboard the USS Dorchester during World War II.

NBC- 7:30-9pm EST; SPECIAL - Ruggles of Red Gap - LIVE (Color) from WRCA-TV(NY), no. of stations indefinite. § Sponsor- Swift & Co (Meat Products) thru McCann-Erickson, Inc(Chi). § Pkgr- Showcase Productions, Inc(NY); Staged By- Charles Friedman; Dir- Clark Jones; Writer- David Shaw (based on the late Harry Leon Wilson's novel); Musical Score- Jule Styne and Leo Robin; Music Dir- Buddy Bregman; Costumes- Robert Fletcher; Sets- James Russell; Choreog- John Butler. § First of a series of occasional spectaculars for Swift & Co. This musical version of the novel, "Ruggles of Red Gap," stars Michael Redgrave in the title role (see page D for cast credits). The program replaces Circus Boy, 7:30-8pm, and Steve Allen Show, 8-9pm, this week only. The next spectacular in the series will be The George M. Cohan Story, to be presented Saturday, May 11.

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OTHER NETWORK CHANGES & ADDITIONS

CBS- Arthur Godfrey Show (Wed, 8-9pm EST) American Home Foods (Chef Boy-Ar-Dee Italian Foods), Div of American Home Products Corp., thru Young & Rubicam, Inc., became alternate week sponsor of one-half of the program, starting Jan 9. Bristol-Myers Co is alternate week sponsor of the same half-hour.

Big Top (Sat, 12noon-1pm EST) National Dairy Products (Sealtest) ended its sponsorship effective Jan 12. The program is now sustaining.

NBC- Hold That Note; DEBUT Jan 22; Tue, 10:30-11pm EST; LIVE from WRCA-TV(NY), 48 stations live, 34 delayed. § Sponsor- Lanolin Plus, Inc. thru Russel M. Seeds Co., (Chi); TV Contact- Merle Myers. § Pkgr- Wolf Associates, Inc(NY); Exec Prod- Ed Wolf; Prod- Jack Rubin; Assoc Prod- Alan Gilbert; Dir- Lloyd Gross; Music Dir- Peter Van Steeden. § Musical quiz show, starring Bert Parks as host and quizmaster. Two contestants at a time compete to identify a song, with the number of notes played by the orchestra determined by how well known the melody may be. As soon as a contestant identifies a song he pushes a buzzer and $50 for each note remaining that didn't have to be played is payed into a running jackpot. A contestant is eliminated as soon as each opponent identifies three songs in a row. If both contestants fail to name a song, the entire note value at $50 per note is deducted from the jackpot. The program replaced Break the $250,000 Bank (last show Jan 15) in the time spot for the sponsor.

Robert Montgomery Presents (Mon, 9:30-10:30pm EST) The Mennen Co thru Grey Advertising Agency, Inc(NY), becomes alternate week sponsor, effective Jan 28, replacing Schick, Inc. S. C. Johnson & Son, Inc., continues as alternate week sponsor.

The Joseph Cotten Show -- On Trial (Fri, 9-9:30pm EST) New title, effective Feb 1. The program previously was called On Trial.

Caesar's Hour (3 Sats of every 4, 9-10pm EST) Benrus Watch Co thru Lennen & Newell, Inc(NY) becomes one-third sponsor of eight programs effective Feb 2, thru June 15.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WRCA-TV(Ch 4)- Today; EXTENDED TIME Jan 21; Mon thru Fri, 7-10am EST. The network
New York program is now seen in the New York area only for the full three hours it is on the air for transmission to other network stations. Former New York viewing time was 7-9am EST. The added hour is the portion of the program produced in New York for Midwest viewing, 8-9am CST.

KTLA(Ch 5) - The Dorothy Gardiner Show; DEBUT Jan 28; Mon thru Fri, 1:30-3pm PST.
Los Angeles Participations. Dorothy Gardiner presents handy hints, fashion comment, home decorating and interviews -- along with a regular afternoon feature movie. The program also includes a five-minute newscast each hour on the hour. The program format combines elements of Dorothy Gardiner's former programs, Milady and Handy Hints.

TALENT SHOWSHEET JANUARY 25 - FEBUARY 3

Most of the shows on January 25,26,27 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, February 1. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-directed, (SW) Staff-written. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology) usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

FRIDAY JANUARY 25

RAY ANTHONY SHOW	ABC 10pm	Dick Contino(M), Ella Mae Morse(S)

SUNDAY JANUARY 27

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	Song Without Words; (O)Anne Howard Bailey; with Leon Belasco, Shirley Ballard, Herbert Evers, Raymond Van Sickle, Ronald Dawson
CAMERA THREE	CBS 11:30am	The Incomparable Max Beerbohm; Enoch Soames; (O)Max Beerbohm; with Michael Wager, Joseph Ruskin, Woodrow Parfrey
FRONTIERS OF FAITH	NBC 1:30pm	Tower of Babel; (O)Thomas Merton; with John Moore, Robert Geiringer, John McGiver, Louis Edmonds, James Millhollin, Robert Carroll, Stratton Walling, Charles Reynolds, J. Robert Dietz, Anthony Messuri; Dir - Martin Hoade
ODYSSEY	CBS 4pm	Satan In Salem; (O)Frank DeFelitta & Irwin Blacker; with Gerald Hiken, Jenny Egan, Frances Williams, Ellen Christopher, Ann Dere; Dir - Roger Englander

MONDAY JANUARY 28

Danny Thomas Show	ABC 8pm	Danny Goes Social; with regulars & Jeanne Moody, John Hubbard, Jacqueline De Wit; (SW&SD)
Burns & Allen Show	CBS 8pm	with regulars & Sandra Burns, Jackie Loughery, Cynthia Baxter, Harry Cheshire, Bob Ellis; (SW&SD)
VOICE OF FIRESTONE	ABC 8:30pm	Elaine Malbin
TALENT SCOUTS	CBS 8:30pm	Nickey DeMatteo(S), Lucille Gabriel(S), Bill Pickett & Jean Wellborn(S)
I Love Lucy	CBS 9pm	with regulars & Frank Wilcox; (SW&SD)
TOP TUNES & NEW TALENT(Lawrence Welk)	ABC 9:30pm	Lloyd Lindroth(M), Joe Feeney(S), Wanda Gann(S)
December Bride (Spring Byington)	CBS 9:30pm	Budget Show; with regulars & Ann Doran, Genevieve Amount, Millie Bruce, Marjorie May, Dee Sharon, Irene King; (SW&SD)
ROBERT MONTGOMERY	NBC 9:30pm	The Clay Pigeon; (O)Dick Berg; with Farley Granger, Phyllis Kirk, Paul McGrath, Frank Maxwell, Anatol Winogradoff, Sam Gray, Harry Stanton
STUDIO ONE	CBS 10pm	Dead Of Noon; (O)Carson A. Wiley; with Richard Boone, Cameron Prud'Homme, Peggy McCay, Robert Gist, Michael Kellin, Pat O'Malley, Truman Smith, Clu Gulagher, Wryley Birch, Fred Scollay, Wallace Rooney, Tom Gorman, Ruth Maynard, Roland Wood; Dir - Tom Donovan

TUESDAY JANUARY 29

Cheyenne (Clint Walker)	ABC 7:30pm	Test of Courage; (O)Sloan Nibley; (A)Fred Freidberger; with John Archer, Mary Castle, Robert Anderson, Mack Williams, Mickey Simpson, George Neise

TUESDAY JANUARY 29(Cont'd)

JONATHAN WINTERS	NBC 7:30pm	Fran Warren(S)
Phil Silvers Show	CBS 8pm	Sergeant Bilko Goes To Monte Carlo; with regulars; (SW&SD)
Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	The Sharpshooter; with regulars & Mason Alan Dinehart, William Tannen, Selmer Jackson, Trevor Bardette, Henry Rowland, Elizabeth Harrower, Susan Seaforth; (SW&SD)
Noah's Ark	NBC 8:30pm	Vitamin Derby; with regulars & William Eidelson, Harry Harvey Sr., Jerome Sheldon, Lillian Powell; (SW&SD)
Broken Arrow	ABC 9pm	The Missionaries; (O)David Victor & Herbert Little; with regulars & Don Beddoe, Manuel Rojas, Michael Granger, Julian Rivero, Jim Nusser, Aaron Saxon, Alma Beltran, Louis Lettieri; (SD)Hollingsworth Morse
Jane Wyman Show	NBC 9pm	Killer's Pride; (O)Michael Fessier; with John Kerr, Fay Wray, Mae Clarke, James Goodwin, Gail Kobe, Robert Osterloh, Robert Crosson, Tim Graham, Hugh Sanders, Don Devlin, John Wilder; (SD)
DuPont Theatre	ABC 9:30pm	The Man From St. Paul; (O)Merwin Gerard; with Harry Townes, Michael Landon, Bonnie Franklin, Stacy Keach; Dir - Willaim J. Thiele
RED SKELTON SHOW	CBS 9:30pm	James Dunn(A)
KAISER ALUMINUM HOUR	NBC 9:30pm	Throw Me A Rope; (O)Franklin Barton; (A)Fielder Cook; with Franchot Tone, Walter Kingsford, Louisa Horton, Roland Winters, Patricia Wheel, William Redfield, Walter Brooke, Victor Thorley, Valerie Cossart, Edmon Ryan; Dir - Fielder Cook
IT'S POLKA TIME	ABC 10pm	The Antonio Alba Spanish Folk Dancers

WEDNESDAY JANUARY 30

Hiram Holliday (Wally Cox)	NBC 8pm	with regulars; (SW&SD)
Navy Log	ABC 8:30pm	Survive; with Barry Truex, Robert Levin, Scotty Beckett; (SW&SD)
Father Knows Best (Robert Young)	NBC 8:30pm	Short Wave; with regulars & John Bryant, Donald Freed; (SW&SD)
Ozzie & Harriet	ABC 9pm	Like Father, Like Son; with regulars & Frank Cady, Carol Byron, Kathleen Gallant; (SW&SD)
Millionaire (Marvin Miller)	CBS 9pm	The Story of Charles Wyatt; with James Bell, George Wallace, Susan Cummings, Edith Evanson, Douglas Henderson, Robert Brubaker; (SD)
KRAFT THEATRE	NBC 9pm	The Singin' Idol; (O)Paul Monash; with Tommy Sands, Fred Clark, Vaughn Taylor, Jamie Smith, Jane McArthur, Doreen Lang, Ray Boyle, Gaye Huston; Dir - Paul Bogart
Ford Theatre	ABC 9:30pm	Mrs. Wane Comes To Call; (O)Gerry Day & Arthur Orloff; with Phyllis Kirk, Arthur Franz, Peggy Webber, Terry Kelman, Ruby Goodwin; Dir - Oscar Rudolph
U.S.STEEL HOUR	CBS 10pm	They Never Forget; (O)Don Gregory; (A)Norman Brooks; with Lloyd Bridges, Viveca Lindfors, Clarence Hoffman, Jimmy Rogers, Reedy Palton, Ed Moroney; Dir - Paul Nickell

THURSDAY JANUARY 31

Sgt. Preston (Richard Simmons)	CBS 7:30pm	with regulars & Maggie Magennis, Don Durant, Terry Frost

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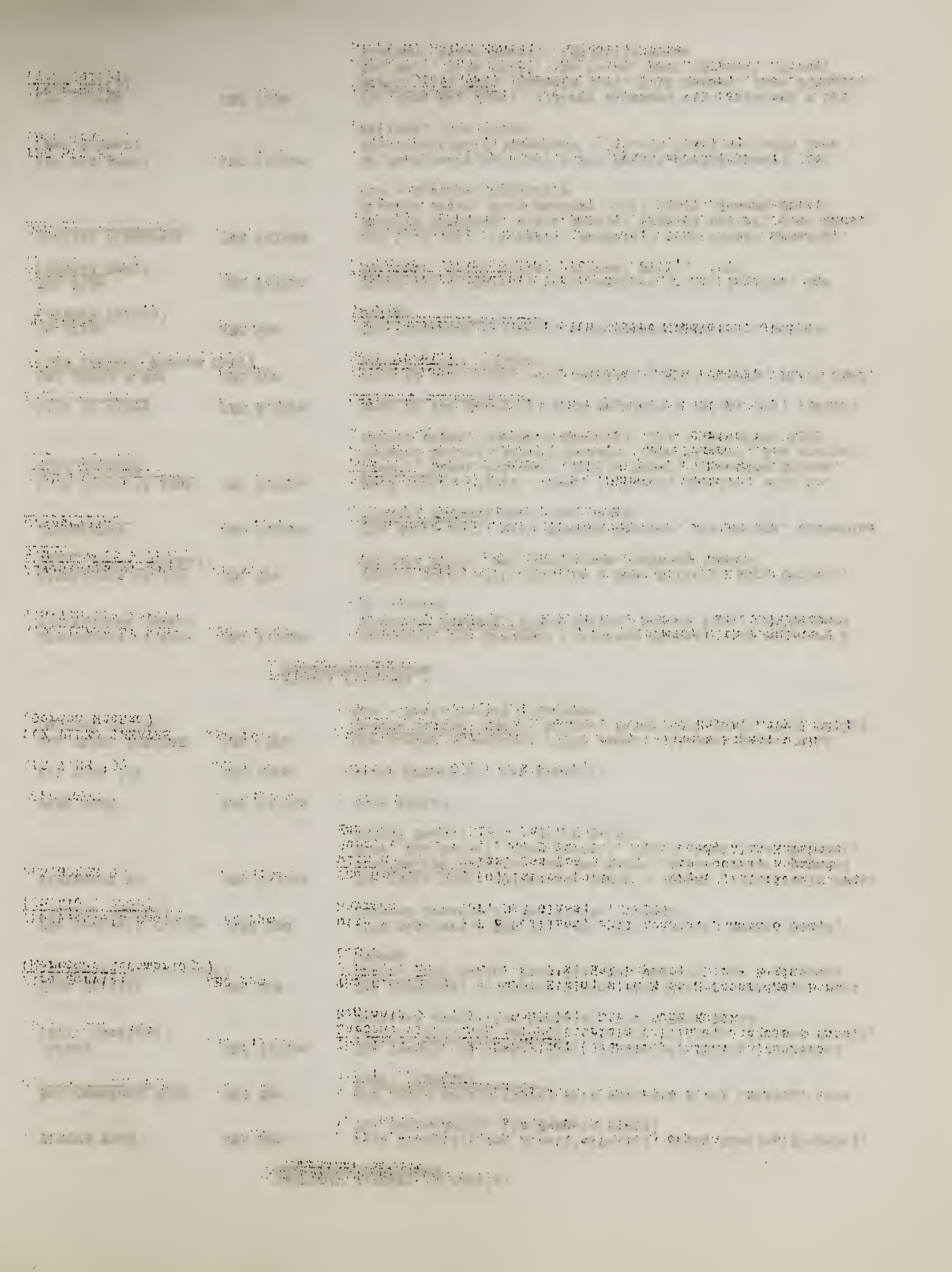
THURSDAY JANUARY 31(Cont'd)

CIRCUS TIME	ABC 8pm	Jill Corey(S), The Alcett's(Balan), Bobby Whaling(Bicycle), The Amins(Acro), Les Burgess(Birds)
Bob Cummings Show	CBS 8pm	Bob Saves Doctor Chuck; with regulars & Joi Lansing, Lisa Gaye; (SW&SD)
CLIMAX (Bill Lundigan)	CBS 8:30pm	The Trouble At Number Five; (O)Shelley Smith; (A)Charles Larson; with Ann Harding, Patricia Collinge, Jacques Sernas, Reginald Owen, Lisa Daniels; Dir - Buzz Kulik
Wire Service (Mercedes McCambridge)	ABC 9pm	The Comeback; (O)Samuel Elkin; with Miss McCambridge, Bart Burns, John Smith, Paul Fix, Hal Baylor; Dir - Reginald LeBorg
The People's Choice (Jackie Cooper)	NBC 9pm	with regulars & Bob Jellison, Phil Arnold, Sandra Gould, Raymond Greenleaf, Ned Glass; (SW&SD)
PLAYHOUSE 90	CBS 9:30pm	The Greer Case; (O)Justice David W. Peck; (A)Whitfield Cook; with Melvyn Douglas, Zsa Zsa Gabor, Anita Louise, Raymond Burr, Una Merkel, Jane Darwell, Philip Reed, Alan Marshal, Edmund Gwenn; Dir - Ralph Nelson
FORD SHOW	NBC 9:30pm	Aldo Ray(A)
AIR TIME '57	ABC 10pm	Rusty Draper(S), Pat Kirby(S)
LUX VIDEO THEATRE (Gordon MacRae)	NBC 10pm	One Sunday Afternoon; (O)Ed James; (A)James Hagan; with Gordon MacRae, Sheila MacRae, Peter Lind Hayes, Mary Healy; Dir - David Orrick McDearmon

FRIDAY FEBRUARY 1

Adventures of Rin-Tin-Tin(Lee Aaker)	ABC 7:30pm	Sorrowful Joe Returns; (SW)Jerry Thomas; with regulars & Bradford Jackson, Frank Fenton, Roscoe Ates; (SD)Herbert B. Leonard
Adventures of Jim Bowie(Scott Forbes)	ABC 8pm	Convoy Gold; with regulars & Sean McClory, King Donovan, Jacques Scott, Bob Cunningham, Anthony Eustral
Crossroads	ABC 8:30pm	The Happy Gift; with Richard Carlson, Sue George, Catherine Givney, Florenz Ames, Mae Clark
Dick Powell's Zane Grey Theatre	CBS 8:30pm	Back Trail; (O)T.V. Olsen; (A)Harold Swanton; with Mr. Powell, James Anderson, Emilie Meyer, Catherine McLeod, Raymond Bailey, Robert Crosson, John Pickard, Kim Charney, Arthur Bryan, Theodore Marcuse; Dir - Christian Nyby
Life of Riley	NBC 8:30pm	Deep In The Heart Of; with regulars & Walter Coy; (SW&SD)
Mr. Adams & Eve (Ida Lupino, Howard Duff)	CBS 9pm	This Is Your Life; with regulars & Mala Powers, Vicki Raaf, Herb Vigran; (SW&SD)
On Trial (Joseph Cotten)	NBC 9pm	The Tichborne Claimant; with Robert Middleton, Gladys George
The Vise (Donald Gray)	ABC 9:30pm	Short Cut To Murder; with regulars & John Longden, Ann Stephens, Norah Gordon, Michael Brill; (SD)
Schlitz Playhouse	CBS 9:30pm	One Left Over; (O)Martin Berkeley; with Robert Cummings, Beverly Washburn, Steve Brodie, Frances Bavier, Joan Banks, Claudia Bryar, Nora Marlowe, Will White, Jeanne Bates; Dir - Herschel Daugherty
THE BIG STORY (Ben Grauer)	NBC 9:30pm	Ed Montgomery,Reporter & Bob Bryant,Photographer: San Francisco(Calif.)Examiner - (O)Leon Tokatyan; with John Kellogg, John Gibson
The Lineup (Tom Tully)	CBS 10pm	The Juke-Box Case; (O)Jerry Aldeman; with regulars & Dehl Burti, Dick Ryan, Eugenia Paul, Ruth Warren, June DiMaggio, Joe Mell, John Cliff, Jim Nolan, Chet Marshall, Mickey Simpson, Ralph Manza; (SD)Holly Morse



MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY JANUARY 28 - FEBRUARY 1

GOOD MORNING (Will Rogers, Jr.)	CBS 7am	1/28 - Jack E. Leonard(C), Vince Martin & The Tarriers(S); 1/29 - Johnny Johnston(S); 1/30 - The Four Aces(S), Jack E. Leonard(C); 1/31 - Art Carney(C), Jack E. Leonard; 2/1 - Roger Price(C), Anita Ellis(S)
GARRY MOORE SHOW	CBS 10am	1/28 - Ravi Shankar(M), Chatur Lal(M); 1/31 - George Gobel (C); 2/1 - Maxine Sullivan(S), Earl Hall(C)
NBC MATINEE THEATRE	NBC 3pm	1/28 - Daughter of the Seventh;(O)S.S. Schweitzer; 1/29 - Anything For A Laugh;(O)Eve Greene & Doris Gilbert; 1/30 - The Realms of Gold;(O)Howard Lawrence Davis; 1/31 - A Deacon at Oak Ridge;(A)Harold Gast; 2/1 - Accent On Youth;(O)Samson Raphaelson
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	The Strangers;(O)Stanley Niff; with Frank Marth, Don Godon, Sandy Kenyon, Frank Schoffield, June Dayton; (SD)
TONIGHT (Jack Lescoulie)	NBC 11:15pm	1/29 - J.J. Johnson(M); 1/30 - Liberace(M-S), Harry Belafonte(S)

SATURDAY FEBRUARY 2

The Buccaneers (Robert Shaw)	CBS 7:30pm	Conquistador; (O)Terrence Moore & Basil Dawson; with regulars & Edwin Richfield, Neil Hallett, Paul Hansard, Brian Rawlinson, Roger Delgado, Alec Mango, Roger Gage, Larry Hoodekoff, Gillian Owen, Willoughby Gray; (SD)
PERRY COMO SHOW	NBC 8pm	The Four Lads(S), Fats Domino(S)
Hey, Jeannie! (Jeannie Carson)	CBS 9:30pm	with regulars & Florenz Ames, Tom Kennedy, Ruth Lee; (SW&SD)
OZARK JUBILEE	ABC 10pm	Carl Perkins(S), Johnny Horton(S)
Gunsmoke (James Arness)	CBS 10pm	with regulars & Bob Keys, Michael Hinn, Liam Sullivan; (SD)
GEORGE GOBEL SHOW	NBC 10pm	Ray Bolger(D)

SUNDAY FEBRUARY 3

FRONTIERS OF FAITH	NBC 1:30pm	Broadway Stars -- Choir Graduates; with Ray Middleton(as host & narrator), Bill Hayes(S), John Alexander(S), Jo Sullivan(S), Gretchen Wyler(S)
Telephone Time (John Nesbitt)	CBS 6pm	The Man Who Discovered O'Henry; (O)John Nesbitt; with Eddie Firestone, Morris Ankrum, Robert Foulk
Private Secretary (Ann Sothern)	CBS 7pm	Not Quite Paradise; with regulars & Zasu Pitts, Hope Summers; (SW&SD)
77th Bengal Lancers (Phil Carey)	NBC 7pm	The Barbarian;(O)Roy Erwin; with regulars & Nestor Paiva, Eugene Iglesias, Lydia Stevens, Jan Arvan, Pat O'Hara, Antony Eustrel, Shep Seltzer; (SD)
SUNDAY SPECTACULAR	NBC 7:30pm	Ruggles of Red Gap;(O)Harry Leon Wilson; (A)David Shaw; Score by Jule Styne & Leo Robin ; with Michael Redgrave, David Wayne, Imogene Coca, Peter Lawford, Jane Powell; Dir - Clark Jones
ED SULLIVAN SHOW	CBS 8pm	Vic Damone(S), Jose Greco(D), Al Hibbler(S), Willie, West & McGinty(C), Frank Libuse(C), Estelita(S), Ruwe & Louie(ventril), Bash Sheva(S)
General Electric Theatre	CBS 9pm	No Skin Off Me; (O)William Fay; with John Ericson, Dave Kelly

SUNDAY FEBRUARY 3(Cont'd)

ALCOA HOUR	NBC 9pm	No License To Kill; (O)Alvin Boretz; Narrated by Victor Riesel; with Hume Cronyn, Eileen Heckart, Edward Binns, Jack Klugman; Dir - Martin Ritt
Alfred Hitchcock Presents	CBS 9:30pm	A Bottle Of Wine; (O)Borden Deal; (A)Stirling Silliphant; with Herbert Marshall, Jarma Lewis, Robert Horton
Loretta Young Show	NBC 10pm	The Bad Apple;(O)Lowell S. Hawley; with Lee Bowman, Regis Toomey, Bobby Diamond, Howard Petrie, Erik Nielson, Harry Jackson, Francis De Sales; Dir - Norman Foster

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—MID-WEEK SPECIAL—

NEWS - COMMENT - POSSIBILITIES

NBC and the Radio & Television Directors Guild in New York are in the middle of "discussions" (there was one in progress last night, Tuesday) over another possible violation by the network of its contract concerning proper credits for directors on television shows. Interestingly enough, the current case again involves a prominent motion picture producer-director. Last Oct 15, when "The Letter" was presented on Producers' Showcase, air credit was given to William Wyler as director, with Kirk Browning additionally credited as having "directed for television." The Guild insisted then that its contract with NBC states that a director's credit must have no qualifying or descriptive tags. Advance releases this week for the Producers' Showcase presentation of "Mayerling" on Monday, Feb 4, note as credits: "Produced, Directed and Staged by Anatole Litvak; Directed for TV by Kirk Browning." Mr. Browning is reported to get fairly hefty fees for supporting the movie men in their TV production and he has solid TV background with good direction credits to warrant the fees. In the case of "The Letter," there was no protest on Mr. Browning's part about his credits, so presumably he has not said anything in the current case. The Directors Guild is vitally concerned because of the possibility that if the NBC cases go unchallenged, the TV director may come to be just another technician hired to assist highly publicized names in embellishing their entertainment world positions..... "Mayerling" will have another distinction when it goes on the air. Property man George Pfeiffer says that show will have costlier furnishings than any TV show he can name because it will be using so many antiques to provide authenticity. Besides that, designer Otis Riggs has created 18 settings that are so numerous and large that they cannot be held in the NBC Brooklyn Studios at one time, so six of them will be stored outside in a trucking bay and trundled into the studio as needed, during commercial breaks.

Lana Turner makes her TV performing debut on the Bob Hope Chevy Show over NBC on Sunday, March 10, 9-10pm EST, but there won't be anything dramatic about her appearance. She'll work in comedy sketches with Hope and with Wally Cox.....Jon Cypher, a 25-year-old lyric baritone with a summer stock background, will play Prince Charming opposite Julie Andrews' Cinderella in the Rodgers and Hammerstein musical over CBS on March 31.....Jackie Gleason is giving full rein to his love for music and musical productions on his Feb 2 program when "The Honeymooners" go to Paris and become involved with an original musical comedy. The original music and lyrics are by Jerry Bressler and Lyn Duddy, with a group of Lyn Duddy singers supplementing 24 dancers (17 girls, 7 boys) in special production numbers in keeping with the Parisian theme for the show.....Howard Lindsay and Russell Crouse will do the TV adaptation of their own comedy, "The Great Sebastians," starring Alfred Lunt and Lynn Fontanne in the roles they created, to be presented April 1 over NBC on Producers' Showcase.... ....J. Fred Muggs, only chimpanzee star in TV, retires from his regular position on the Today staff on March 1. He's getting a bit too old (almost 5) for kidding around.

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When Goodson-Todman's Two For The Money, starring Sam Levinson, returns to CBS on Saturday, March 23, 10:30-11pm EST, Dr. Mason Gross of Rutgers University, will again judge the answers if present plans are realized. The familiar audience participation quiz-comedy program began its career on NBC on Sept 30, 1952, but reached its peak on CBS, with Herb Shriner, and Sam Levinson as Shriner's summer replacement. The returning quiz will replace You're On Your Own, which goes off because the sponsor, Hazel Bishop, Inc., is cancelling after a 13-week trial in the time spot, reportedly because not enough stations were cleared for the show.....When Arthur Godfrey takes a five-week leave of absence, starting Feb 25, his Talent Scouts will be recorded in advance, but Peter Lind Hayes will take over as m.c. of the morning Arthur Godfrey Time shows. Replacement m.c.'s for the Arthur Godfrey Show, Wednesday evenings, will be: Feb 27, Peter Lind Hayes; March 6, Guy Mitchell; March 13, Jo Stafford; March 20, Teresa Brewer, and March 27, Vic Damone.

Talent Associates refuses to give out any information on future scripts planned for either its Armstrong Circle Theatre, or the alternate week Kaiser Aluminum Hour, which the firm will begin producing with the Feb 26 program. Production staff for the latter, which is not completely set, will have David Susskind and Alfred Levy as co-producers (both head Talent Associates), and Murray Susskind as an associate producer. Jacqueline Babbin will be script editor. Last program for the Kaiser show to be produced by the out-going Unit Four Productions will be "So Short a Season" on Feb 12, an original by Gene Rodenberry, to be produced and directed by Franklin Schaffner.

Future productions scheduled for U. S. Steel Hour include: Feb 13, "Inspired Alibi," adapted by S. S. Schweitzer from an original by Gertrude Schweitzer, to be directed by Paul Stanley; Feb 27, "Ruthless!", an original by Curtis Kenyon, to be directed by Robert Stevens. Studio One will present "Tale of the Comet," an original by Robert Alan Aurthur, on Feb 4, to be directed by Robert Mulligan. On Feb 11, Tom Donovan will direct "A Walk in the Forest," an original by Howard Rodman. Alcoa Hour on Feb 17 will present Philip Barry's "The Animal Kingdom," adapted by Philip Barry, Jr., to be produced and directed by Alex Segal. (The play was first presented over ABC on Celanese Theatre, March 5, 1952, when Alex Segal was regular director of that program). Playhouse 90's "The Comedian," scheduled for Feb 14, with an adaptation by Rod Serling of Ernest Lehman's novel, is owned by George Glass, who has had plans for its filming for some time and now regards the TV production as a tryout. If Serling's script, or a large part of it, is used for a movie version, he will get a percentage of the screenplay budget. John Frankenheimer is directing the teleplay.

General Foods will use Richard Diamond, Private Detective as its summer replacement for December Bride. Production of 13 films of the Dick Powell property (it was a longtime radio role for Powell) will begin the last week in February, to be written and produced by Richard Carr, with David Janssen in the title role.....M-G-M's TV division expects to begin production this spring on several TV series to be based on motion picture properties controlled by the studio. The series to be filmed will depend on firm sponsor commitments, although some could move into pilot stage on spec. The M-G-M TV unit will have Adrian Samish as director of programs; Sam Marx, executive producer, and Ruth Kyle, program coordinator. Charles "Bud" Barry heads all TV activities for the movie producer.

PEOPLE GOING PLACES: Edward J. Montagne named to the new position of executive producer in charge of all film operations for CBS Television, New York.....W. Spencer Harrison appointed v.p. and business manager of talent and contract properties for CBS Television.

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FEB 4 1957
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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Saturday(Feb 9)

CBS- 7-7:30pm EST; NET DEBUT - Vincent Lopez - LIVE from WCBS-TV(NY), to the net. § Sustaining. § Pkgr & Prod- WCBS-TV(NY); Exec Prod- Hal Hough; Dir- Ned Cramer. § Vincent Lopez, his orchestra and vocalists, present an all-music show, emphasizing current hit tunes blended with pop standards. Featured vocalists are Judy Lynn, Teddy Norman (also plays the sax), Eddie O'Connor (guitarist), Johnny Messner, Johnny Amorosa (trumpet), and the Lopezians, a trio of Messner, O'Connor and trombonist Joe Ortalano. Lopez is featured at the piano for instrumental solos. (The program began as a local show over WCBS-TV(NY) on Oct 13, 1956, 6:15-7pm EST, and now switches to 6:30-7pm EST locally, with the net program also seen over the station). The program replaces Beat the Clock, which moves to Friday, 7:30-8pm EST, effective Feb 8, in turn replacing My Friend Flicka (last show Feb 1).

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Producers' Showcase (Every 4th Mon, 8-9:30pm EST) Feb 4; "Mayerling," starring Audrey Hepburn and Mel Ferrer (See page A for cast credits); Prod & Stager- Anatole Litvak; Dir- Kirk Browning; Prod Exec- Alvin Cooperman; Settings- Otis Riggs; Costumes- Dorothy Jeakins; Music Dir & Cond- George Bassman; LIVE (COLOR) from WRCA-TV(NY). Add co-sponsor: The John Hancock Mutual Life Insurance Co thru McCann-Erickson, Inc. (Joins other co-sponsors; see Television Index card).

NBC Opera Theatre (6 during season, Sat or Sun); Sun, Feb 10, 3-4pm EST; "La Grande Breteche," a new opera by Stanley Hollingsworth; libretto in collaboration with Henry Duncan; (see page D for cast credits); LIVE (COLOR) from WRCA-TV.

Hallmark Hall of Fame (Approx every 4th Sun, varying times) Sun, Feb 10, 9-10:30pm EST; "The Lark," starring Julie Harris (see page E for cast credits); Exec Prod- Mildred Freed Alberg; Prod & Dir- George Schaefer; LIVE (COLOR) from WRCA-TV(NY)

OTHER NETWORK CHANGES & ADDITIONS

ABC- Open Hearing; DEBUT Feb 3; Sun, 8:30-9pm EST; LIVE from WMAL-TV(Wash), to the net. § Sustaining. § Pkgr & Prod- ABC News; Dir- Richard Stratton. § ABC Washington bureau chief John Secondari moderates questioning by a group of ABC commentators of key news figures to develop in depth the top news story of the week. Film clips are shown, with discussion of the one major topic following.

CBS- 20th Century-Fox Hour (Alt Wed, 10-11pm EST) Revlon, Inc., thru C. J. La Roche & Co., Inc(producing agency); Acct Execs- Jerome Roscoe, Phil Cleland; becomes sponsor, effective Feb 6, replacing General Electric Co.

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TALENT SHOWSHEET FEBRUARY 1 - FEBRUARY 10

Most of the shows on February 1,2,3 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, February 8. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-directed, (SW) Staff-written. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology) usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

FRIDAY FEBRUARY 1

RAY ANTHONY SHOW	ABC 10pm	ADD: Dennis Day(S), The Lancers(S)

SATURDAY FEBRUARY 2

The Buccaneers (Robert Shaw)	CBS 7:30pm	KILL: Conquistador; ADD: The Return of Calico Jack; with regulars & Brian Worth.
PERRY COMO SHOW	NBC 8pm	ADD: Tab Hunter(A), Teresa Brewer(S)
OZARK JUBILEE	ABC 10pm	ADD: Brenda Lee(S), Leroy Van Dyke(S)

SUNDAY FEBRUARY 3

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	Small Portrait of Daisy; (O)Milton Wayne; with Ruth White, Nan McFarland, James Reed.
CAMERA THREE	CBS 11:30am	Mahalia Jackson(S)
RUGGLES OF RED GAP	NBC 7:30pm	ADD: (Cast) Joan Holloway, Paul Lynde, Fred Stewart, Chris Snell, George Irving, George Gaynes, Dwight Marfield, Lee Becker(D), Cathryn Damon(D).
ED SULLIVAN SHOW	CBS 8pm	ADD: Glenn Ford(A), Terry Gilkyson Calypso Singers
OMNIBUS (Alistair Cooke)	ABC 9pm	FILM: The Louisiana Story; & Trooping of the Colors.
ALCOA HOUR	NBC 9pm	ADD: (Cast) Carl Betz, Bobby Eyer, Helen Wallace, Steve Pendleton, William Traylor, Ned Wever, Dennis Cross, Tyler McVey, William Roerick, Phillip Pine.

MONDAY FEBRUARY 4

Burns & Allen Show	CBS 8pm	with regulars & Carolyn Kearney, Roy Roberts, Eleanor Audley, Harry Antrim; (SW&SD)
PRODUCERS' SHOWCASE	NBC 8pm	Mayerling; (O)Claude Anet(Idyll's End); (A)Michael Dyne; with Audrey Hepburn, Mel Ferrer, Raymond Massey, Basil Sydney, Diana Wynward, Judith Evelyn, Isobel Elsom, Nehemiah Persoff, Lorne Greene, Ian Wolfe, David Opatoshu, Nancy Marchand, John McGovern, Pippa Scott, Michael Evans, Monique Van Vooren, Charles Mendick, David Atkinson, Leslie Barrie, Stafford Dickens, Francis Compton, Berry Kroeger, Ann Dere, Iggie Wolfington, Peter Donat, Ray MacDonnell, John Irving, Byron Russell, Nat Norbert, Irving Actman, Rita Vale, Pat Malone, Elizabeth Watts, Margery Maude, Sorrell Booke, Don Symington, Rod Walker, Lisa Osten, Dolly Woodward, Harold Grau, Marc Breaux(D), Franz Dietschmann(M); Staged by Anatole Litvak; Dir - Kirk Browning; Dance Dir - Marc Breaux; Musical Dir. & Conductor - George Bassman; Settings - Otis Riggs.
VOICE OF FIRESTONE	ABC 8:30pm	Mildred Miller

MONDAY FEBRUARY 4 (Cont'd)

TALENT SCOUTS	CBS 8:30pm	(From Lake Placid) - Charlotte Hale(S), Buffalo Bills(S), Max Shoaf(S)
I Love Lucy	CBS 9pm	with regulars & Mary Ellen Kaye, Gene Reynolds; (SW&SD)
TOP TUNES & NEW TALENT(Lawrence Welk)	ABC 9:30pm	Johnny Culwell(S), Betty Morales(S), Alan Brenneman(M)
December Bride (Spring Byington)	CBS 9:30pm	Study Group; with regulars & Joseph Kearns, King Donovan, Les Millar, Joi Lansing, Gloria Pall, Barbara Stuart, Jan Kayne; (SW&SD)
ROBERT MONTGOMERY	NBC 9:30pm	The Week the World Stood Still; (O)Burton Benjamin; with John Beal, Stefan Schnabel, Geoffrey Lumb, Peter Von Zerneck, Richard Bowler, Alexander Clark, George Pateles, Justice Watson; Dir - James Beach.
STUDIO ONE	CBS 10pm	Tale Of The Comet; (O)Robert Alan Aurthur; with Hal March, Kathleen McGuire, Paul Tripp, Gene Saks, Virginia Kaye, Marion Brash, Salome Jens, Carl Low, Jack Manning, Guy Raymond; Dir - Robert Mulligan.
Douglas Fairbanks Presents	WRCA 10:30pm	Trouble In Destiny; with Christopher Rhodes, Christopher Lee.

TUESDAY FEBRUARY 5

Conflict	ABC 7:30pm	Passage To Maranga;(O)C.S. Forester; (A) Katherine & Dale Eunson; with Rex Reason, Adele Mara, John Alderson, Richard Stapley, Carl Milletaire, Ralph Votrian.
Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	The Siege at the Little Alamo; with William Phipps, Mason Alan Dinehart, Jeanne Baird, Peter Mamakos, Forest Taylor; (SW&SD)
Broken Arrow	ABC 9pm	The Challenge; (O)Wallace Bosco; with regulars & Anthony Caruso, Christopher Dark, Pat Hogan, Armand Alzamora, Charles Stevens, John Sorrentino, Russ Conklin; (SD) Albert S. Rogell.
Jane Wyman Show	NBC 9pm	Birthright; (O)Michael Fessier; with Miss Wyman, Tom Tryon, Jeannette Nolan, Lisa Pusaro, Addison Richards, Cathryn (cq) Givney, Arvid Nelson, Harry Klekas, Ruell Shayne; (SD)
DuPont Theatre	ABC 9:30pm	Are Trees People; (O)Paul Hackett; with Ruth Donnelly, Jean Howell, Marjorie Bennett, Ed Brophy, Percy Helton, Clancy Cooper, Robert Karnes, Ricky Vera, Thomas Bonilla, Marty Carrizosa; Dir - William Seiter.
RED SKELTON SHOW	CBS 9:30pm	Eddie (Rochester) Anderson(C), Allen Jenkins(C).
ARMSTRONG CIRCLE THEATRE	NBC 9:30pm	Error In Judgment: The Case of Prisoner #16688;(O)Roger O. Hirson; with Biff McGuire, Patricia Smith, Harry Townes, Lawrence Weber, Ray Bramley, Gene Blakeley, Walter Kinsella; Dir - William Corrigan.
IT'S POLKA TIME	ABC 10pm	Jarka Bures, Czechoslovakian Folk Dancers

WEDNESDAY FEBRUARY 6

Hiram Holliday (Wally Cox)	NBC 8pm	with regulars & Jacqueline Beer; (SW&SD)
Navy Log	ABC 8:30pm	Ping Happy Spit Kit; with Herbert Anderson, Hal Callie, William Phillips, Alvin Greenman, Harry Antrim; (SW&SD)
Father Knows Best (Robert Young)	NBC 8:30pm	Carnaval; with regulars & Paul Wallace, Dick Foran; (SW&SD)
Ozzie & Harriet	ABC 9pm	The Duenna; with regulars & Lina Romay, Lucita Deckedach, Barney Phillips, Skip Young, Steve Terrell; (SW&SD)

WEDNESDAY FEBRUARY 6 (Cont'd)

Millionaire (Marvin Miller)	CBS 9pm	The Story of Jim Driskill; with Jim Davis, Jody Lawrance, Bill Cassady, Frank Gerstle, Keith Byron; (SD)
KRAFT THEATRE	NBC 9pm	The Discoverers; (O) Max Rosenfeld & George Salverson; with Richard Kiley, Joe Maross, William Shatner, Lois Nettleton; Dir - Frank Telford.
Ford Theatre	ABC 9:30pm	The Connoisseur; (O) Wells Root; with Paul Henreid, Virginia Bruce, Kathryn Grant, William Leslie, Nestor Paiva; Dir - Irving Starr.
20th Century-Fox Hour	CBS 10pm	Young Man From Kentucky; (A) Maurice Zimm; with Tom Tryon, Ann Harding, Marshall Thompson, Helen Westcott, Carl Benton Reid, Al Hale, Lloyd Corrigan, Ray Teal, Walter Coy, Kathleen Case, Alex Gerry, Frank Sully; Dir - Lewis Allen.

THURSDAY FEBRUARY 7

Sgt. Preston (Richard Simmons)	CBS 7:30pm	with regulars & Robert Paquin, Edward Foster, Jay Douglas; (SW&SD)
CIRCUS TIME	ABC 8pm	Somethin' Smith & The Redheads(C-S), Janine Caire(S), The Egony Brothers(aerial).
CLIMAX (Bill Lundigan)	CBS 8:30pm	The Stalker; (O) Elizabeth McCoy; with James Whitmore, Marilyn Erskine, J.C. Flippen, Dir - Jack Smight
Wire Service (Dane Clark)	ABC 9pm	The Johnny Rath Story; with Dane Clark, Beverly Garland, Ross Elliott, Michael Winkleman, Jimmy Baird.
PLAYHOUSE 90	CBS 9:30pm	The Miracle Worker; (O) William Gibson; with Teresa Wright, Burl Ives, Akim Tamiroff, Patty McCormack, John Barrymore Jr., Katharine Bard; Dir - Arthur Penn
FORD SHOW	NBC 9:30pm	Douglas Fairbanks Jr.(A)
LUX VIDEO THEATRE (Gordon MacRae)	NBC 10pm	The Undesirable; (A) Sanford Barnett; with Vivian Blaine, Richard Denning, Buddy Ebsen.

FRIDAY FEBRUARY 8

Adventures of Rin-Tin-Tin(Lee Aaker)	ABC 7:30pm	The Lieutenant's Lesson; (SW)Jennings Cobb; with Clancy Cooper, Jerome Courtland, Glenn Strange, Larry Chance; (SD) Lew Landers
Adventures of Jim Bowie (Scott Forbes)	ABC 8pm	Spanish Intrigue; with regulars & Argentina Brunetti, Richard Avonde, Ivan Triesault, Val Dufour
Crossroads	ABC 8:30pm	Barbed Wire Preacher; (O) Herbert Purdom; with Scott Brady, Jerome Courtland,Rudolph Anders, Kay Kuter, Strother Martin, Gregory Gay.
Dick Powell's Zane Grey Theatre	CBS 8:30pm	Dangerous Orders; with Mark Stevens, Jack Elam, Willes Bouchey, Robert Cornthwite, Bill Leicester, Tom B. Henry, John Eldredge, Simon Scott.
Life Of Riley	NBC 8:30pm	with regulars & Douglass Dumbrille, Virginia Stefan; (SW&SD)
Mr. Adams & Eve (Ida Lupino, Howard Duff)	CBS 9pm	Home Town Squares; with regulars & Susan Cummings, Gail Bonney, Dorothy Newmann, Dave Willock, George Neise, Fred Sherman; (SW&SD)
On Trial (Joseph Cotten)	NBC 9pm	The Case of the Girl on the Elsewhere; with Joseph Cotten, Kathleen Crowley
The Vise (Donald Gray)	ABC 9:30pm	Find Harry Clay; with regulars & Diana Decker, Patricia McCarron, John Stone, Kenneth Edwards, Alistair Hunter; (SD)
Schlitz Playhouse	CBS 9:30pm	Sometimes You Break Even; (O)Victor Ullman; (A)John Dunkel; with Mona Freeman, Barry Atwater, John Wilder, Will J. White, James Parnell, Mike Ragan, Rico Alaniz; Dir - John Brahm.

FRIDAY FEBRUARY 8(Cont'd)

THE BIG STORY (Ben Grauer)	NBC 9:30pm	Bob Thomas, Copy Boy; Philadelphia (Penn.) Inquirer; - (A) Douglas Taylor; with Terry Carter, Ellen Holly, Louis Gossett, Hugh Hurd
The Lineup (Tom Tully)	CBS 10pm	The Armored Car Case; (O)Lou Morheim; with regulars & Jack Petruzzi, Lili Kardell, Parley Baer, Dan Barton, Georgia Ellis

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 4 - FEBRUARY 8

GOOD MORNING (Will Rogers, Jr.)	CBS 7am	2/4 - Mickey & Sylvia(S-M), Tim Moore(A), Doretta Morrow(S); 2/5 - Don Rondo(S), Jack E. Leonard(C); 2/6 - Dolores Hawkins(S), Jack E. Leonard(C); 2/7 - Bill Doggett & Band, Jack Kannon(C); 2/8 - Ben Gazzara(A), Betty Johnson(S), Somethin' Smith & The Redheads(S).
GARRY MOORE SHOW	CBS 10am	2/5 - Martha Davis & Spouse(M); 2/6 - (for next 8 shows Ilene Woods replaces Denise Lor), Don Knotts(C); 2/8 - Mary O'Hara(S), Charles Manna(C), Virginia Sale(C).
NBC MATINEE THEATRE	NBC 3pm	2/4 - Three Kids; (O)Martin Donovan; 2/5 - Frankenstein; (O)Mary Wollstonecraft Shelley; (A)Robert Esson; 2/6 - The Most Dangerous Man; (O)Irving Richin; 2/7 - One; (O) David Karp; 2/8 - The Importance of Being Earnest; (O) Oscar Wilde.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	The Heel; (O)Harry W. Junkin; with Phyllis Hill, Frank Overton, Walter Brock, James Bender; (SD)
TONIGHT (Jack Lescoulie)	NBC 11:15pm	No info. available at press time.

SATURDAY FEBRUARY 9

PERRY COMO SHOW	NBC 8pm	Myrna Loy(A), Jackie Cooper(A), Lord Flea & Group(M)
Oh! Susanna (Gale Storm)	CBS 9pm	with regulars & David Stollery, Morey Amsterdam.
Hey, Jeannie! (Jeannie Carson)	CBS 9:30pm	Jeannie's Income Tax; with regulars & Liz Murray, Herb Vigran, Larry Blake, Richard Collier, Tim Murphy; (SW&SD)
OZARK JUBILEE	ABC 10pm	Anita Carter(S), Annie Lou & Danny(Dill)(S)
GEORGE GOBEL SHOW	NBC 10pm	Garry Moore(C)

SUNDAY FEBRUARY 10

LOOK UP & LIVE	CBS 10:30am	Study of Rock 'N' Roll Music - with Bill Doggett(S), Ivory Joe Hunter(S-M), LaVerne Baker(S)
FRONTIERS OF FAITH	NBC 1:30pm	Day's End; (O) E.B. Conkle; with Ray Middleton
NBC OPERA COMPANY	NBC 3pm	La Grande Breteche; (O) Stanley Hollingsworth with Henry Duncan; Conductor - Peter Herman Adler; with Gloria Lane, Hugh Thompson, Adelaide Bishop, Davis Cunningham, Jimi Beni; Dir - John Schwart
RAY BOLGER'S WASHINGTON SQUARE	NBC 4pm	with regulars & Stanley Holloway, Martha Raye
Telephone Time (John Nesbitt)	CBS 6pm	The Stepmother; (O)John Nesbitt; with Ronnie Lee, Rita Lynn
JACK BENNY SHOW	CBS 7pm	with regulars & George Jessel
Circus Boy	NBC 7:30pm	The Return Of Colonel Jack; (SW)Lee Erwin; with regulars & Guinn Williams, Andy Clyde, Ollie O'Toole, Ed Hinton; (SD) Robert G. Walker

ED SULLIVAN SHOW	CBS 8pm	Victor Borge(M-C), Benny Goodman(M), Blossom Seeley(S), Benny Fields(S), Charlotte Rae(C), Johnny Carson(S), Rene (puppets), Tonito(high wire)
STEVE ALLEN SHOW	NBC 8pm	Lou Costello(C), Margaret Whiting(S), Peter Lawford(A), The Step Bros.(D)
OMNIBUS (Alistair Cooke)	ABC 9pm	The Ballad of Baby Doe;Music by Douglas Moore; Libretto by John Latouche; Conductor - Sylvan Levin; Choreographer - John Butler; with Virginia Copeland, William Johnson, Martha Lipton, Marjorie Mayer, Tom Stewart, Virginia Martin, Jacqueline McKeever; Dir - Charles Dubin
General Electric Theatre	CBS 9pm	The Town With A Past; (O) Oscar Brodney & Frank Burt; with James Stewart, Beulah Bondi, Fred Wayne, Walter Sande, Greg Barton, Edgar Buchanan, Will Wright; Dir - James Neilsen
HALLMARK HALL OF FAME	NBC 9pm	The Lark; (O)Jean Anouilh; (A)James Costigan; with Julie Harris, Denholm Elliott, Boris Karloff, Eli Wallach, Basil Rathbone, Jack Warden, Bruce Gordon, Michael Higgins, Ralph Roberts, Ward Costello, Harold Winston, Jan Farrand, Barbara Stanton, Elspeth March, Gregory Morton, Mary Loane, Charles Penman, Harry Davis; Dir - George Schaefer
Alfred Hitchcock Presents	CBS 9:30pm	Malice Domestic; (O) Philip MacDonald; (A) Victor Wolfson; with Phyllis Thaxter, Ralph Meeker, Ralph Clanton, Lili Kardell, Vinton Hayworth; Dir - John Meredith Lucas

ROSS REPORTS—TELEVISION INDEX

FEBRUARY 6, 1957

VOLUME 9 NUMBER 6 A

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

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—MID-WEEK SPECIAL—

NEWS - COMMENT - POSSIBILITIES

NBC President Robert W. Sarnoff yesterday announced two executive appointments, effective immediately. Thomas A. McAvity, formerly Executive Vice President, Television Network Programs & Sales, becomes Executive Vice President, Staff, reporting directly to Mr. Sarnoff. McAvity will concentrate on new program and talent development, also serving as chairman of the NBC Talent and Properties Committee. Robert E. Kintner, who moved over to NBC from ABC on January 1st, assumes McAvity's former title and will continue to direct the network's color activities, also reporting directly to Mr. Sarnoff.....Projecting its next season's lineup, ABC is negotiating with several personalities to debut their own series. Most recently signed are singers Pat Boone and Guy Mitchell. General Artists Corp, agents for both, will most likely package the two shows, and Chevrolet it already set to sponsor Boone.

Polly Bergen, currently a regular panelist on To Tell The Truth, has been signed to a long term CBS-TV contract calling for her exclusive services on variety and dramatic programs.....Art Linkletter makes his TV dramatic debut on GE Theatre Sunday, February 17 (Linkletter's last straight acting assignment was in the film "Champagne For Caesar", which has made the TV rounds. He played a quizmaster)..... When Talent Associates bows in as packager of the Kaiser Aluminum Hour February 26, the script will be "Whereabouts Unknown" by Sumner Locke Elliott, with MacDonald Carey, Jan Sterling and Kim Hunter. Talent Associates continues as packager of the alternate week program Armstrong Circle Theatre.....Robert Montgomery Presents has two upcoming former Broadway shows scheduled. Ronald Alexander's "The Grand Prize" and "Reclining Figure" by Harry Kurnitz are set for February 11th and 25th respectively. Both will be staged in the Ziegfeld Theatre before a studio audience, an innovation for the Montgomery show.....The syndicated Patti Page Show returns to WCBS-TV (NY) Saturday, February 9th. The Vincent Lopez Show, which previously occupied the time spot, will now be seen 6:30pm to 7:30pm, with the second half being carried by the net.

Royal Typewriter Company thru Young & Rubicam replaces Ronson as segment sponsor on the February 14th & 28th Playhouse 90 programs.....Ralston Purina Company thru Guild, Bascom & Bonfigli (San Francisco) replaces the Vick Chemical Company as alternate sponsor of The Big Story, effective March 8th.

PEOPLE GOING PLACES: Dr. George Crothers appointed CBS Director of Public Service Broadcasts, and Pamela Ilott Director of Religious Broadcasts, both effective February 4th.....John R. Sheehan, former Vice President and Director of TV and Radio at Cunningham & Walsh, appointed to Television Bureau of Advertising in a sales capacity.....Channing M. Hadlock was made Vice President in charge of TV and Radio at Rose-Martin, Inc.

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ROSS REPORTS—TELEVISION INDEX

FEBRUARY 11-17, 1957

VOLUME 9 NUMBER 7

EDITOR: Jerry Leichter

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Saturday(Feb 16)

NBC- 9-10:30pm EST; SPECIAL - Saturday Color Carnival - Emmy Award Nominations - LIVE(C) from KRCA-TV(LA) & WRCA-TV(NY), approx 125 stations live. § Co-Sponsors- (one-half of the program) Oldsmobile Division, GMC, thru D. P. Brother & Co(Detroit); (one-half of program) Radio Corp of America and Whirlpool-Seeger Corp, both thru Kenyon & Eckhardt, Inc(NY). § Pkgr- NBC-TV with the Academy of Television Arts & Sciences; Prods- (for the Academy) Jess Oppenheimer(LA), Irving Mansfield(NY); (for NBC) Richard McDonough(LA), Alan Handley(NY). § First telecast of the nominations ceremony for the Academy of Television Arts and Sciences' annual "Emmy Awards". The awards program will be telecast on March 16, Sat, 9-10:30pm EST, with the same sponsors. Both programs are in the regular spots of the Saturday Color Carnival (formerly Saturday Spectacular). (See page D for cast credits).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Wire Service; new day and time, effective Feb 11; Mon, 7:30-8:30pm EST; formerly seen Thu, 9-10pm EST. In its new spot the program replaces Bold Journey, 7:30-8pm EST, and The Danny Thomas Show, 8-8:30pm EST. The latter two programs move to Wire Service's former day and time, effective Feb 14, with Bold Journey being seen Thu, 9:30-10pm EST, and The Danny Thomas Show switching to the earlier spot, Thu, 9-9:30pm EST.

CBS- Garry Moore Show (Mon thru Thu, 10-10:30am EST; Fri, 10-11:30am EST) Programs for the week of Feb 11-15 will originate from Winter Haven, Fla., after which the program returns to its regular NY origination.

Hey Jeannie! (Sat, 9-9:30pm EST) Liggett & Myers Tobacco Co (Chesterfields) thru McCann-Erickson, Inc(NY) becomes alternate week sponsor for six programs, effective Feb 16, thru April 27. Regular sponsor, The Procter & Gamble Co., continues as alternate week sponsor.

Playhouse 90 (Thu, 9:30-11pm EST) Royal Typewriter Co., Div of Royal McBee Co., thru Young & Rubicam, Inc(NY); Acct Exec- T. J. Smith; replaces Ronson Corp as a sponsor of the 10-10:30pm portion of the program for six weeks, effective Feb 14.

Odyssey (Sun, 4-5pm EST) Production staff changes: drop Ted Sack as an associate producer, as of end of January; add John Desmond as a co-director with Roger Englander. Frank DeFelitta continues as sole associate producer.

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TALENT SHOWSHEET FEBRUARY 8 - FEBRUARY 17

Most of the shows on February 8, 9, 10 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the board shows are grouped together after the listing for Friday, February 15. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-directed, (SW) Staff-written. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology) usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

FRIDAY FEBRUARY 8

RAY ANTHONY SHOW	ABC 10pm	Mamie Van Doren(A), Johnny Mercer(S).

SATURDAY FEBRUARY 9

PERRY COMO SHOW	NBC 8pm	ADD: Tommy Noonan (A-C).

SUNDAY FEBRUARY 10

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	Two Lovers and Mather; (O)Howard Rodman; with Johnathan Harris, Susan Oliver, Robert Morris.
CAMERA THREE	CBS 11:30am	The Craft of Kings; (O)John McGiffert; with Vilma Kurer, Fred Rolf.
RAY BOLGER'S WASHINGTON SQUARE	NBC 4pm	KILL: Stanley Holloway ADD: Stubby Kaye
77th Bengal Lancers (Phil Carey)	NBC 7pm	The Imposter; with regulars & Leon Askin; (SW&SD)
OMNIBUS (Alistair Cooke)	ABC 9pm	ADD: (FILM) The Last Day of Manolete; (O)Barnaby Conrad.
HALLMARK HALL OF FAME	NBC 9pm	ADD CAST: The Lark; Noel Leslie, Harry Sheppard, Robinson Stone, Bernard Tone, John Martin, John Eames, Thomas Ruisinger, Sam Materasu, Kay MacDonald, Martine Bartlett, Toni Darnay, Donald Somers, Carl Harms, Winston Ross, Leslie Charlow, S.K. Hershowe, Bruce Graham, Bill Penn.

MONDAY FEBRUARY 11

Wire Service (Dane Clark)	ABC 7:30pm	Atom At Spithead; with Dane Clark, Robert Beatty, Veronica Hurst; (SD)
Danny Thomas Show	ABC 8pm	The Lobster Story; with regulars & Pat Moran, Ben Lessy.
VOICE OF FIRESTONE	ABC 8:30pm	Jean Madeira
TALENT SCOUTS	CBS 8:30pm	Skip Fletcher(S), Norma Parker(S), Rita Moss(M). (Coming from Lake Placid).
I Love Lucy	CBS 9pm	with regulars & Tris Coffin, Bob Bice, Gary Gray, Jesse Kilpatrick. (SW&SD)
TOP TUNES & NEW TALENT (Lawrence Welk)	ABC 9:30pm	William Huckaby(M), Jan Jordan(M).
December Bride (Spring Byington)	CBS 9:30pm	Mother-In-Law Club; with regulars & Doris Kemper, Ruth Warren, Netta Packer, Sara Haden, Paul Picerni, Susan Morrow, Lillian Culver; (SW&SD)
ROBERT MONTGOMERY	NBC 9:30pm	Grand Prize; (O)Ronald Alexander; (A)Doria Folliott; with June Lockhart, John Newland, Judith Braun, Ray Boyle, Donald McKee, William Windom, Kenneth Harvey, Jack Collins, Pat Sully, Jennifer Statler; Dir - Perry Lafferty.

MONDAY FEBRUARY 11 (Cont'd)

STUDIO ONE	CBS 10pm	A Walk in The Forest; (O)Howard Rodman; with Alexander Scourby, Gerald Peppard, Jack Mullaney, James Franciscus, Paul Huber, Ann Benton; Dir - Tom Donovan.

TUESDAY FEBRUARY 12

Cheyenne (Clint Walker)	ABC 7:30pm	War Party; (O)Berne Giler; with regulars & James Garner, Clark Howat, Kelly Thordsen, Michael Pate; (SD) Joe Kane.
JONATHAN WINTERS SHOW	NBC 7:30pm	Russell Arms(S)
Phil Silvers Show	CBS 8pm	Bilko's TV Idea; with regulars & Danny Dayton, Dagmar.
Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	The Vengeance Trail; with regulars & Jan England, Charles Evans, Leonard Penn, Michael Vallon; (SW&SD)
Noah's Ark	NBC 8:30pm	Kangaroo's Tale; with regulars & Keith Kneedler; (SW&SD)
Broken Arrow	ABC 9pm	The Doctor; (O)Kay Lenard, Jess Carneol; with regulars & Victor Millan, Robert Fould, David Saber, Billy Miller, Gil W. Rankin, Robert Cobal; Dir - William Beaudine.
Jane Wyman Show	NBC 9pm	Small Talk;(O)David P. Harmon; with Miss Wyman, Marie Windsor, Philip Pine, Frances Bavier, Gene Reynolds, Bobby Ellis, Jim Nolan, Vernon Rich, Yvonne Lime; (SD)
DuPont Theatre	ABC 9:30pm	The All-American; (O)Gabrielle Upton; with John Ericson, Joan Evans, Lurene Tuttle, Hooper Dunbar, Donald Freed, William Swan, Wade Cagle, Patrick Clement; Dir - Laslo Benedek.
RED SKELTON SHOW	CBS 9:30pm	John Ireland(A)
KAISER ALUMINUM HOUR	NBC 9:30pm	So Short A Season; (O)Gene Roddenberry; with Albert Salmi, Hope Emerson, Rip Torn, John Litel, John Kellogg, Susan Oliver, Van Dyke Parks, John Baer, Richard Shepard, James Pritchett, Laurence Hugo, Jack Ragotzy, Don Hanmer; Dir - Franklin Schaffner.

WEDNESDAY FEBRUARY 13

Hiram Holliday (Wally Cox)	NBC 8pm	with regulars & Sebastian Cabot; (SW&SD)
Navy Log	ABC 8:30pm	Amscray; with Ray Stricklyn, Maureen Cassidy, Christian Drake; (SW&SD)
Father Knows Best (Robert Young)	NBC 8:30pm	Betty and the Jet Pilot; with regulars & Peter Walker, Ken Mayer; (SW&SD)
Ozzie & Harriet	ABC 9pm	The Hot Dog Stand; with regulars & Lucien Littlefield, Joe Kearns, Skip Young, Steve Terrel, Parley Baer, Betty Jean Hansen; (SW&SD)
Millionaire (Marvin Miller)	CBS 9pm	The Story of Amberson Adams; with Robert Rockwell, Gale Robbins, Alan Hale, Richard Deacon, Benny Rubin, Robert Jordan, Barbara Benson; (SD)
KRAFT THEATRE	NBC 9pm	The Man Who Couldn't Say No; (O)Don Witty; with Robert Culp, Barbara Cook, Mike Kellin, Peter Turgeon.
Ford Theatre	ABC 9:30pm	Ringside Seat; (O)Karen DeWolf; with Hugh O'Brian, Marilyn Erskine, Billy Chapin, Willis Bouchey, George Gilbreth, Bucko Stafford, Darryl Duran, Rudy Lee; Dir - Lewis Seiler.
U.S. STEEL HOUR	CBS 10pm	Inspired Alibi; (O)Gertrude Schweitzer; (A)S.S. Schweitzer; with Shelley Winters, Pat Hingle, Edward Andrews, John C. Becker, Mary Perry; Dir - Paul Stanley.

THURSDAY FEBRUARY 14

Sgt. Preston (Richard Simmons)	CBS 7:30pm	with regulars & Linda Leighton, Dehl Berti, Jack Reynolds; (SW&SD)
CIRCUS TIME	ABC 8:30pm	(coming from Miami Beach, Fla.) Rocky Graziano(C), Teddi King(S), Mata & Hari(D).
Bob Cummings Show	CBS 8pm	with regulars & Olive Sturgess; (SW&SD)
CLIMAX! (Bill Lundigan)	CBS 8:30pm	Stain of Honor; (O)Adrian Spies; with Lee Marvin, Don Taylor, Betsy Palmer, Wallace Ford; Dir - Buzz Kulik.
PLAYHOUSE 90	CBS 9:30pm	The Comedian; (O)Ernest Lehman; (A)Rod Sterling; with Kim Hunter, Mickey Rooney, Edmond O'Brien, Mel Torme, Constance Ford; Dir - John Frankenheimer.
FORD SHOW	NBC 9:30pm	Hedda Hopper
AIRTIME '57	ABC 10pm	Toni Arden(S)
LUX VIDEO THEATRE (Gordon MacRae)	NBC 10pm	Dark Victory; George Emerson Brewer Jr. & Bertram Bloch; (A)Sanford Barnett; with Shirley Jones, Jack Cassidy, Keith Larsen, Toni Gerry, Mary Adams, Charles Meredith, Mae Ward; Dir - Norman Morgan.

FRIDAY FEBRUARY 15

Adventures of Rin-Tin-Tin (Lee Aaker)	ABC 7:30pm	The Swedish Cook; (SW)Jerry Thomas; with regulars & El Brendel, Syd Saylor; (SD) Lew Landers.
Adventures of Jim Bowie (Scott Forbes)	ABC 8pm	Bayou Tontine; (O)Budd Lesser; with regulars & Robert Cornthwaite, Carol Leigh, Edward Colman, Fay Roope, Spear Martin.
Crossroads	ABC 8:30pm	In God We Trust; (O)George Bruce; with Jeff Morrow, K.T. Stevens, Lester Matthews.
Dick Powell's Zane Grey Theatre	CBS 8:30pm	The Necessary Breed; with Sterling Hayden, Jean Willes, James Griffith, Strother Martin, Carlyle Mitchell, Roy Barcroft, Frank Scannell, Greg Walcott, Bill Henry, Bill Fawcett, Fred Sherman.
Life of Riley	NBC 8:30pm	with regulars & Zsa Zsa Gabor, Liz Slifer; (SW&SD)
Mr. Adams & Eve (Ida Lupino, Howard Duff)	CBS 9pm	The Proposal; with regulars & Don Orlando; (SW&SD)
The Vise (Donald Gray)	ABC 9:30pm	Signature for Murder; with regulars & Peter Bathhurst; (SD)
Schlitz Playhouse	CBS 9:30pm	Night Drive; (O)Will Jenkins; (A)Martin Berkeley; with Constance Cummings, Everett Sloane, Larry Pennell, Vivi Janiss, Tommy Jackson, Ethyl May Halls, Robert Nolan, Arvid Nelson; Dir - Frederick Stephanie.
THE BIG STORY (Ben Grauer)	NBC 9:30pm	Ralph B. (Rip) Manning, City Editor; Columbus (Ohio) Citizen; with Arch Johnson, Phyllis Hill, Lenke Peterson, Robert Drydon, Steven Elliott.
The Lineup (Tom Tully)	CBS 10pm	The Robert Ericson Case; with regulars & Marshall Reed, Riza Royce, Tommy Tucker, Virginia Gregg, Carlyle Mitchell, Gordon Gebert.

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 11 - FEBRUARY 15

GOOD MORNING (Will Rogers Jr.)	CBS 7am	2/11 - Cathy Carr(S), Frank Fontaine(C); 2/12 - The Wayfarers (S-M); 2/13 - Chet Baker's Quintet(M); 2/14 - Don Heller(S), Jack Kelly(M); 2/15 - Diahann Carroll(S).
GARRY MOORE SHOW	CBS 10am	(Coming from Winter Haven, Fla.) 2/12 - Zacchini(acro), Margie Robertson(skier); 2/13 - The Sarasota High School's Sailor Circus; 2/14 - William Haas(snake trainer).

MULTIPLE & ACROSS-THE-BOARD SHOWS(Cont'd)

NBC MATINEE THEATRE	NBC 3pm	2/11 - The Brat's House; (O)Roy Hargrave & Joseph Di Reda; 2/12 - The Mysterious Mr. Todd; (O)George Sumner Albee; 2/13 - A Case of Pure Fiction; (O)Jerome Ross; 2/14 - The Master Builder; (O)Henrik Ibsen; 2/15 - The Others; (O) Henry James(The Turn of the Screw); (A)Michael Dyne.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	The Sheraton Settee; (O)William Kendall Clarke; with Ann Loring, Sally Kemp, Court Benson, William Mason; (SD)
TONIGHT (Jack Lescoulie)	NBC 11:15pm	no info available at press time.

SATURDAY FEBRUARY 16

PERRY COMO SHOW	NBC 8pm	Ginger Rogers(A)
SATURDAY COLOR CARNIVAL	NBC 9pm	"Emmy Awards" Nominations - (Coming from East & West Coasts simultaneously); HOSTS: Steve Allen, Desi Arnaz, Gertrude Berg, Syd Caesar, John Daly, Eddie Fisher, Scott Forbes, Tony Martin, Gordon MacRae, Carl Reiner, Phil Silvers, Ed Sullivan, Danny Thomas, Orson Wells, Bill Williams, Jane Wyman; Dir - Craig Allen; Prod - (East) Alan Handley; Prod - (West) Richard McDonough.
Hey Jeannie! (Jeannie Carson)	CBS 9:30pm	with regulars & Penny Santon, Josanne Mariani, Frank Jenks, Gil Frye, Barbara Bestar, June DiMaggio, Douglas Dumbrille, Charles Maxwell; (SW&SD)
OZARK JUBILEE	ABC 10pm	"Shug" Fisher(C), Bill Huston(M), David Huston(S),

SUNDAY FEBRUARY 17

Telephone Time (John Nesbitt)	CBS 6pm	Plot To Save A Baby; (O)John Nesbitt; with Thelma Ritter, Peter Votrian, Mary Davlin, Barton Maclane.
77th Bengal Lancers	NBC 7pm	Test of a Titan; with regulars & Mike Lane, Abel Fernandez, Michael Carr; (SW&SD)
Circus Boy	NBC 7:30pm	The Knife Thrower; with regulars & Rick Vallin, Eugene Iglesias, Whitney Blake, Hal Taggart, Tom McKee; (SW&SD)
ED SULLIVAN SHOW	CBS 8pm	Hugh O'Brian(A), Bob Wagner(A), Jeannie Carson(A), Goose Tatum(C), Marques Haynes & Harlem Magicians, Peter Gennaro & Ellen Ray(D), Ricky Layne(ventril), Hilde Gueden(S), Jussi Bjoerling(S).
STEVE ALLEN SHOW	NBC 8pm	Frankie Laine(S), Alan Young(C), Martha Carson(S), Tab Hunter(A), Jack Kramer & tennis team.
General Electric Theatre	CBS 9pm	The Big Shooter;(O)Frank Tashlin; with Art Linkletter, Eva Gabor, Anne Kimball, Howard Smith, John Beradino, Charles Watts, Jose Gonzales-Gonzales, Richard Gaines; Dir - Don Weis.
ALCOA HOUR	NBC 9pm	The Animal Kingdom; (O)Philip Barry; (A)Philip Barry Jr.; with Robert Preston, Meg Mundy, Alan Hale Jr., Joanne Linville, Paul McGrath, Hugh Reilly, Mary Welch, Robert Gist; Dir - Alex Segal.
Alfred Hitchcock Presents	CBS 9:30pm	Number 22; (O)Evan Hunter; (A)Joel Murcott; with Rip Torn, Russell Collins, James Nolan, Ray Teal, Bob Ross, Charles Watts, Paul Picerni, Peter Leeds, Mike Ross, Martin Wilkins, Hugh Sanders; Dir - Robert Stevens.
Loretta Young Show	NBC 10pm	Tension;(O)Maye Frank Grissette & Florence Zollicoffer; (A) William Bruckner; with Miss Young, John Newland, Vaughn Taylor, Jack Diamond; Dir - John Newland.

ROSS REPORTS—TELEVISION INDEX

FEBRUARY 13, 1957

VOLUME 9 NUMBER 7 A

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

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NEWS - COMMENT - POSSIBILITIES

My Friend Flicka, which had its last showing over CBS on February 1, returns to the net for another try on March 6, Wednesdays, 7:30-8pm EST, when it replaces Giant Step. The latter's merchandise and scholarship prize pitch didn't excite enough interest among viewers who now know about the big time cash that 11-year-old youngsters win on other quiz shows. Flicka will at least run through the summer in its new time spot, since CBS prudently signed with TCF Productions for summer re-runs for the 20th Century-Fox subsid's series.....NBC is hailing the debut of its new Club 60, Monday-thru-Friday variety show, as a program that will reestablish Chicago as an originating point for major daytime network TV programming, starting next Monday. The new colorcasts will add five hours of TV originations a week to Chicago's live schedule. Because of the scope of the new program and the problems of colorcasts, the program will tie-up much of all-color WNBQ's facilities during the week. As a sidelight: Even the addition of five hours a week only brings Chicago's live TV origination total up to an average of eight hours a week, and that occasionally includes a fight telecast. Four years ago, this same month, Chicago was originating an average of 15 and one-half hours a week, day and night. By the way, although NBC will also have a new Tex and Jinx McCrary show, Close-Up, starting network during the half-hour before Club 60, it will not be seen in Chicago because Uncle Johnny Coons holds sway there with his Noontime Adventures for the kids.

CBS is apparently committing itself to "Special Spectaculars," with the announcement of the signing of S. J. Perelman to write the book for a musical version of "Aladdin," to be presented as a 90-minute one-time color musical, some time in the indefinite future. This would also be in line with the current trade line that all the big advertisers are looking for special one-shots for seasonal splurges in TV as well as for unique advertising promotions.....The reputation built up by a writer over the years is not to be disregarded for marquee purposes, according the view of one big sponsor. Guild Films' new syndicated series, Captain David Grief, based on stories by Jack London, will have a multiple-station bow this week across country. In at least 12 market areas on the West Coast where Standard Oil of California thru BBDO is the sponsor the series is being billed as Jack London Stories of Captain David Grief. The basic reason for the long title is found in the continuing popularity of the adventure writer's books, many of them still on the required reading lists of high schools and colleges in the U. S. for courses in American Lit. An additional aid to popularity is to be found in the number of London's novels that have been filmed by the movies, with some of them now appearing on TV.....Briskin Productions-Screen Gems has added a new adventure series to its pilot schedule for next season, The Man From Texas, to be based loosely on the life and times of Sam Houston. It's another addition to the swelling tide of Western-adventure series plotted for next season. Producers apparently feel that the oat-burners, no matter what else they are called for TV consumption, can be produced fairly economically for TV today.

 (MORE)

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When the new Marge and Gower Champion Show debuts over CBS on March 31, alternate Sundays, 7:30-8pm EST, the first four shows according to present plans will be live, with two shows winding up the season before summer hiatus to be on film. Filming will probably be done at Revue Productions in Hollywood. The program will be produced by J & M Productions, the Jack Benny production firm (it will alternate with his program as the replacement for Private Secretary), and the first two shows will be written by Joe Connelly and Robert Mosher, current writers of the Amos 'n' Andy radio show. Sponsor of the new show will be American Tobacco Co for Hit Parade cigarettes thru BBDO.....Screen Gems' new Johnny Nighthawk pilot, the story of a free-lance pilot's adventures around the world, went into production this week in LA with Scott Brady starring in the title role.....A California court approved the five-year contract between Desilu Productions and 14-year-old Ricky Vera for his starring title role in a proposed TV series, Rikki of the Islands, one of Desilu's own properties.....John Payne's Window Productions, with the actor as producer and star, is in production on Sixshooter, a pilot based on a former CBS radio series. MCA, which owns the radio show, will also rep the TV series for possible network sale.....ABC bought from its own ABC Film Syndication subsid for fall showing a new series titled Snowfire, the story of the adventures of a white stallion and a ranch family. The stallion has the ability "to talk" to the five-year-old daughter of a widowed rancher, according to the plot-line. The series is being produced by Snowfire Productions, Inc., with Stuart and Dorrell McGowan as co-producers and directors. Dolly McGowan stars as the child, with her father protrayed by Don Megowan (cq).

Talent Associates' debut production for Kaiser Aluminum Hour on Feb 26 will be Sumner Locke Elliott's "Whereabouts Unknown".....Other futures on live drama programs include: Hallmark Hall of Fame, March 17, "There Shall Be No Night". Studio One will present the first part of "The Defender," an original by Reginald Rose, on Feb 25, with part two to be presented on March 4. Ralph Bellamy stars in the two-week drama. Alcoa Hour-Goodyear Playhouse will have "Last Train to Pusan," on March 3, an original by Vern Sneider, adapted by Ted Apstein, to be produced and directed by Alex Segal. Playhouse 90 will star Jack Palance on March 14 in F. Scott Fitzgerald's "The Last Tycoon," adapted by Don Mankiewicz.

The Hollywood trades have been reporting week after week that "big shot" NY ad agency execs are in "town" looking over the latest pilots, and none is ever reported as being enthusiastic. This is always taken to mean that current pilot production is uniformly mediocre. Since TV is expected to retain its usual proportion of live and film shows next season, it is presumed that some of the execs will become enthusiastic enough over as-yet-unheralded series to sign contracts for fall debuts. It happens ever year, but in the never-never land out there beyond the blue Pacific, they always seem to expect enthusiasm about Hollywood's product, seemingly forgetting that like the new season, enthusiasm always blossoms with a signed contract.

A N. Y. Times dispatch from Hollywood this week about a Paddy Chayefsky property being used for a 20th Century-Fox Hour program, ends with a calm Timesian note: "Mr. Chayefsky writes for the stage, screen and television."

PEOPLE GOING PLACES: William Kobin named general assignment producer for CBS News and Public Affairs in Washington.....Herb Braverman named producer of West Coast originations of NBC's Tonight!, replacing Furth Ullman.....William Sackheim upped to director of program development for Screen Gems in Hollywood, effective March 15. His work will be apart from arrangements made with independent producers by Screen Gems and its associated Briskin Productions.

ROSS REPORTS—TELEVISION INDEX

FEBRUARY 18-24, 1957

VOLUME 9 NUMBER 8

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(Feb 18)

NBC- 1-1:30pm EST, Mon thru Fri; DEBUT - Close-Up - LIVE from WRCA-TV(NY), to 7 NBC-owned stations, plus indefinite no. of affiliates. § Participations for NBC-owned stations; others co-op. § Pkgr- NBC-TV(NY); Exec Prod- George Heinemann; Dir- Marshall Stone; Writer- Hank Wexler. § Tex and Jinx McCrary interview news-making personalities in all fields, with Friday devoted to opinions from guest celebrities on topics of general interest. The program originates from Peacock Alley in the Waldorf-Astoria Hotel, New York City. It is in local time.

NBC- 1:30-2:30pm EST, Mon thru Fri; DEBUT - Club 60 - LIVE (COLOR) from WNBQ(Chicago), to 7 NBC-owned stations, plus indefinite no. of affiliates. § Participations for NBC-owned stations; others co-op. § Pkgr- NBC-TV(Chi); Prods- Bob Dressler, Harry Trigg; Dir- Dave Barnhizer; Music Dir- Joseph Gallicchio(NBC Chicago). § Music-variety show with guest talent. Regulars are Don Sherwood as m.c., the Mello-Larks quartet, vocalists Nancy Wright and Mike Douglas, backed by Joseph Gallicchio and the NBC Chicago orchestra. Sherwood is a jack-of-all-humorous-trades, as well as a mimic and dialectician. The program will originate from WNBQ color studios and is in local time.

Saturday(Feb 23)

NBC- 5-5:30pm EST; SPECIAL - The City Decides - FILM from WRCA-TV(NY), to the net. § Sustaining, public service (under auspices of National Conference of Christians and Jews, thru NBC Public Affairs). § Pkgr & Prod- Charles Guggenheim & Associates for The Fund for the Republic. § A filmed documentary report on the accomplishments of St. Louis, Mo., in effecting integration in its public schools. Three clergymen representing the nation's three major faith groups introduce the film in a brief discussion. The program is in open time.

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Brothers (Tue, 8:30-9pm EST) Lever Brothers Co thru J. Walter Thompson Co becomes alternate week sponsor, replacing The Procter & Gamble Co., effective Feb 19. W. A. Sheaffer Pen Co. continues as alternate week sponsor.

CTPN- (Columbia TV Pacific Net) Panorama Pacific (Mon thru Fri, 7-9am PST) Fred Levings named producer, succeeding William Gordon, Jr., effective Feb 11.

NBC- The Adventures of Sir Lancelot (Mon, 8-8:30pm EST) Program switches to colorcasts, effective Feb 18. Film series has been seen black & white since debut.

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TALENT SHOWSHEET FEBRUARY 15 - FEBRUARY 24

Most of the shows on February 15, 16, 17, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, February 22. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-directed, (SW) Staff-written. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology) usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

FRIDAY FEBRUARY 15

West Point	CBS 8pm	White Fury; with Bruce Bennett, Jerome Courtland, Clint Eastwood.
RAY ANTHONY SHOW	ABC 10pm	Margaret Whiting(S), Johnny Mercer(M).

SATURDAY FEBRUARY 16

The Buccaneers (Robert Shaw)	CBS 7:30pm	Mother Doughty's Crew; with regulars & Anna Walmsley; (SW&SD).
PERRY COMO SHOW	NBC 8pm	ADD: Vic Damone(S), Mickey and Sylvia(S).

SUNDAY FEBRUARY 17

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	The Strangers; (O)Clair Roskam; with Miriam Colon, Ernesto Gonzolez, Eleni Kiamos, Richard Bright, Geena Goodwin, George Maharis; Dir - James MacAllen.
LOOK UP & LIVE	CBS 10:30am	David McKay(M), Jimmy Giuffre(M), Bobby Brookmeyer(M), Oscar Pettiford(M), Osie Johnson; Recording Session.
CAMERA THREE	CBS 11:30am	Japanese Culture; Part 1 - with Tachibana(D), Yoki Shimoda(A).
FRONTIERS OF FAITH	NBC 1:30pm	The Manhasset (N.Y.) Congregational Church Choir.
ODYSSEY	CBS 4pm	The World of Robert Flaherty; Excerpts of Flaherty's films will be shown - Guest - Lillian Gish.
Telephone Time (John Nesbitt)	CBS 6pm	AUTHOR CORRECTION: Plot To Save A Boy; KILL: John Nesbitt ADD: Donald S. Sanford.
OMNIBUS (Alistair Cooke)	ABC 9pm	E.G. Marshall(A); White Mane; Prize-winning film.

MONDAY FEBRUARY 18

Wire Service (George Brent)	ABC 7:30pm	El Hombre; (O)Richard Bluel & M.L. Lynn; (A)Frederic Brady; with Mr. Brent, Edvardo Noriega, Rafael Alcayde, Elvira Quintana; Dir - Alvin Ganzer.
Sheriff of Cochise (John Bromfield)	WABD 7:30pm	with regulars & Stan Jones, John Close, Judith Ames; (SW&SD)
Burns & Allen	CBS 8pm	with regulars & Jody McCrea, Marian Collier, Robert Carson. (SW&SD).
VOICE OF FIRESTONE	ABC 8:30pm	Dorothy Kirsten, Earl Wild.
TALENT SCOUTS	CBS 8:30pm	Toby Reynolds(S), The Commodores(S).
I Love Lucy	CBS 9pm	Love Thy Neighbor; with regulars & Mary Jane Croft, Frank Nelson, Ray Farrell, Parley Baer; (SW&SD)
TOP TUNES & NEW TALENT (Lawrence Welk)	ABC 9:30pm	Jeanne & Jane Black(S), Hal Shutz(S-M), Stan Boreson(S-M).
December Bride (Spring Byington)	CBS 9:30pm	with regulars & Arlene Harris, Chick Chandler, George Meador, Maxine Gates; (SW&SD).

MONDAY FEBRUARY 18 (Cont'd)

ROBERT MONTGOMERY	NBC 9:30pm	Wait For Me; (O) William Kendall Clarke; with Barbara Barrie, Diana Douglas, Leona Powers, Jenny Egan, Fran Bennett; Dir - John Newland.
STUDIO ONE	CBS 10pm	The Hollywood Complex; (O)John Vlahos; with Tony Randall, David Opatashu, William Redfield, Michael Tolan, Lawrence Fletcher, Bert Thorn; Dir - Norman Felton.

TUESDAY FEBRUARY 19

Conflict	ABC 7:30pm	The Money; (O)Howard Browne; with Charles McGraw, Peggie Castle, Andrew Duggan, John Smith, Kathy Nolan; Dir - Walter Doniger.
JONATHAN WINTERS SHOW	NBC 7:30pm	Betty Johnson(S)
Phil Silvers Show	CBS 8pm	re-run - The Court Martial.
Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	Command Performance; with regulars & Ray Kellogg, Lloyd Corrigan, Steve Rowldan; (SW&SD)
The Brothers	CBS 8:30pm	Romeo & Juliet; with regulars & Nancy Hadley, Oliver Blake; (SW&SD)
Broken Arrow	ABC 9pm	Powder Keg; (O)Arthur Orloff; with regulars & Roland Winters, Lurene Tuttle, Walter Coy, Bernie Gozier, George Chandler, Howard Wendell, Russ Bender, George Selk, Donald MacDonald; Dir - Hollingsworth Morse.
Jane Wyman Show	NBC 9pm	Farmer's Wife; (O)Norma Mansfield; (A)Michael Fessier; with Miss Wyman, John Dehner, Beverly Washburn; (SD)
DuPont Theatre	ABC 9:30pm	The Frightened Witness; (O)Mildred Cram; with Dan Duryea, Harold Stone, Barbara Billingsley, Christian Pasques, Wendy Windleman, Herbert Rudley; Dir - Tony Leader.
RED SKELTON SHOW	CBS 9:30pm	Elena Verdugo(A).
ARMSTRONG CIRCLE THEATRE	NBC 9:30pm	The Trial of Poznan; (O)Alvin Boretz; with Peter Cookson, Hurd Hatfield, Bert Freed, Frederick Tozere, Louis Van Rooten; Dir - William Corrigan.
IT'S POLKA TIME	ABC 10pm	The Rosegger Steirer Austrian-Hungarian Folk Dancers.

WEDNESDAY FEBRUARY 20

Navy Log	ABC 8:30pm	Operation Hideout; with Paul Richards, Jacqueline Scott, Stephen Joyce, Harry Landers, William Hickey, Russell Hardie, Ward Costello, Crahan Denton, William D. Cotterell; (SW&SD).
Father Knows Best (Robert Young)	NBC 8:30pm	Trip To Hillsborough; with regulars & Horace McMahon, Percy Helton, Paul Wallace; (SW&SD)
Millionaire (Marvin Miller)	CBS 9pm	The Story of Judge Westholme; with Harry Shannon, Elisha Cook, Marilyn Buferd, Will J. White, Michael Winkelman, Doris Packer, Addison Richards, Robert Carson, Ralph Moody, James Parnell; (SD)
KRAFT THEATRE	NBC 9pm	Give Me The Courage; (O)Frances O'Neil; with Louisa Horton, Gene Lyons, Charles Aidman, Bret Somers, Katherine Hynes.
Ford Theatre	ABC 9:30pm	With No Regrets; (O)Irving Cooper & Edmund Morris; with Ann Sothern, Louis Lettieri, Zina Provendie, Larry Thor, Helen Wallace, Paul Engle, Ned Wever; Dir - Oscar Rudolph.
20th Century Fox Hour	CBS 10pm	Man Of The Law; (O)Frank Fenton & Joseph Petracca; (A)David Lang; with Wendell Corey, Marsha Hunt, Ron Randell, Johnny Washbrook, Sean McClory, Constance Ford, Trever Bardette, Denver Pyle, Robert Foulk, Clancy Cooper, Robert Griffin, William Shallee, Mike Ragan; Dir - Lewis Allen.

THURSDAY FEBRUARY 21

Sgt. Preston (Richard Simmons)	CBS 7:30pm	with regulars & Chuck Webster, Lane Bradford, Marc Sheeler, Lyn Thomas; (SW&SD)
CIRCUS TIME	ABC 8pm	(coming from Miami Beach, Fla.) Dorothy Lamour, Lecuona Cuban Boys(M-S), Rocky Graziano(C), De Jongh's Chimps, Ross & Ross(punching-bag act).
Bob Cummings Show	CBS 8pm	Bob Picks A College; with regulars & King Donovan, Mary Lawrence; (SW&SD).
CLIMAX! (Bill Lundigan)	CBS 8:30pm	The Long Count; (O)John McGreevey; with John Ericson, Viveca Lindfors, Helmut Dantine, Paul Stewart; Dir - Buzz Kulik.
Danny Thomas Show	ABC 9pm	Danny's Fiancee; with regulars & Ann Lee; (SW&SD)
The People's Choice (Jackie Cooper)	NBC 9pm	with regulars & Jesslyn Fax, Charles Meredith, Byron Foulger; (SW&SD).
PLAYHOUSE 90	CBS 9:30pm	One Coat of White; (O)H.Allen Smith; with Paul Henreid, Claudette Colbert, Larry Blyden, Leif Ericson; (A)Leonard Spigelgass; Dir - Vincent Donehue.
FORD SHOW	NBC 9:30pm	Tommy Sands(S).
AIRTIME '57	ABC 10pm	Betty Johnson(S).
LUX VIDEO THEATRE (Gordon MacRae)	NBC 10pm	One Way Street; (O)Lawrence Kimble; (A)Sanford Barnett; with George Nader, Nancy Gates, William Talman; Dir - David McDearmon.

FRIDAY FEBRUARY 22

Adventures of Rin-Tin-Tin (Lee Aaker)	ABC 7:30pm	Rusty Gets Busted; (SW) Sidney Morse; with regulars & Barry Froner, Hal Hopper; (SD) Lew Landers.
Adventures of Jim Bowie (Scott Forbes)	ABC 8pm	German George; with regulars & Wanda D'Otioni, Kathy Garver, Paul Frees, Edith Angold.
West Point	CBS 8pm	One Command; (O)Gene Roddenberry & Jack Bennett; (A)Gene Roddenberry; with Richard Jaeckel, Dick Davalos, Edward Platt; Dir-Jim Sheldon.
Crossroads	ABC 8:30pm	Boomtown Padre; (O) Herbert R. Purdom; with Dick Foran, Mort Mills, Liam Sullivan, Nancy Hale.
Dick Powell's Zane Grey Theatre	CBS 8:30pm	The Hanging Tree; (O) John McGreevey; with Robert Ryan, Cloris Leachman, John Hoty, Howard Petrie, Whitner Bissell, Stuart Randall, Parley Baer, Ken Dibbs, Leo Gordon; Dir - Felix Feist.
Life of Riley	NBC 8:30pm	Pied Piper of Poetry; with regulars & Glen Langan, Frances Robinson, Judy Short, Karen Green; (SW&SD)
Mr. Adams & Eve (Ida Lupino, Howard Duff)	CBS 9pm	Howard Goes To Jail; with regulars & Ellen Corby; (SW&SD)
CHEVY SHOW	NBC 9pm	Roy Rogers, Dale Evans, Pat Brady, The Sons of the Pioneers, Trigger, Trigger Jr., The Kilgore College Rangerettes, The Texas Rangers, Tony Martin's Rodeo Orchestra; Dir - Bill Bennington.
The Vise (Donald Gray)	ABC 9:30pm	Man On A Cliff; with regulars & Sandra Dorne, Katherine Finn, Colin Tapley; (SD).
Schlitz Playhouse	CBS 9:30pm	The Wedding Present; (O)Lynne Sherman; (A)Zoe Akins; with Celeste Holm, Gary Merrill, Gail Kobe, Kathleen O'Malley, Roberta Jonay, Wally Brown, Johnstone White, Harry Jackson, Nolan Leary, Lewis Martin, Bob Bice, Fred Coby, Robert Keys, Myrna Dell, Pamela Beaird, Wayne Mallory; Dir - Justus Addiss.
The Lineup (Tom Tully)	CBS 10pm	The Bay Meadows Case; with regulars & John Banner, Nicky Blair, Bill Leicester.

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 18 - FEBRUARY 22

GOOD MORNING (Will Rogers Jr.)	CBS 7am	2/18 - Rose Murphy(S); 2/19 - Jeannie Carson(S), Hermione Gingold(C), Frank Fontaine(C); 2/22 - Carole Bennett(S), Arthur Treacher(A), Frank Fontaine(C).
GARRY MOORE SHOW	CBS 10am	2/20 - Martha Davis & Spouse(M); 2/21 - Russell Oakes(inventor); 2/22 - Danny Dillon(C), Linda Lynch & Dancers.
NBC MATINEE THEATRE	NBC 3pm	2/18 - re-run - (FILM) From the Desk of Margaret Tydings; (O) Robert Esson; 2/19 - The Remarkable Mr. Jerome; (O)Anita Leslie; (A)Helene Hanff; 2/20 - Bobbie; (O)Narda Stokes; 2/21 - The Hickory Limb; (O)John Van Druten; (A)Meade Roberts; 2/22- The Bridge; (O) Joseph Caldwell.
MODERN ROMANCES	NBC 4:45pm	The Badger; (O)Ben Radin; with Phil Abbott, Jane Du Frayne, Vaughn Taylor.
TONIGHT! (Jack Lescoulie)	NBC 11:15pm	2/18 - The Marx Bros.; 2/19 - Charlie Ventura(M), Carmen McRae(M).

SATURDAY FEBRUARY 23

PERRY COMO SHOW	NBC 8pm	The Andrews Sisters
Hey Jeannie! (Jeannie Carson)	CBS 9:30pm	with regulars & Dick Reeves.
Gunsmoke (Jim Arness)	CBS 10pm	with regulars & Susan Morrow, Joe Sargent, Guinn Williams.
GEORGE GOBEL SHOW	NBC 10pm	Eddie "Rochester" Anderson.

SUNDAY FEBRUARY 24

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	Walls; (O)Rose Lein Schiller; with Sador, Szabo, Eva Sorenyi.
FRONTIERS OF FAITH	NBC 1:30pm	The Princeton (N.J.) Seminary Choir.
RAY BOLGER'S WASHINGTON SQUARE	NBC 4pm	with regulars & Ann Sothern.
Telephone Time (John Nesbitt)	CBS 6pm	The Unsinkable Mrs. Brown; (O)John Nesbitt;(A)Donald S. Sanford; with Cloris Leachman, Barry Atwater, Theodore Van Eltz; Dir - Roy Kellino.
77th Bengal Lancers	NBC 7pm	The Enemy; (SW)Lee Erwin; with regulars & Angela Greene, Michael Ansara, James Lanphier, Michael Carr; (SD)Frank McDonald.
Circus Boy	NBC 7:30pm	Joey's Wedding Day; (SW)Lee Erwin; with regulars & Angela Stevens, Brad Morrow, Barbara Wooddell, Connie Cezon; (SD) George Archainbaud.
JACK BENNY SHOW	CBS 7:30pm	with regulars & Bob Hope.
ED SULLIVAN SHOW	CBS 8pm	Xavier Cugat & Band, Eddie Mayehoff(A), Lena Horne(S), Abbe Lane(S), Doretta Morrow(S).
STEVE ALLEN SHOW	NBC 8pm	Brenda Lee(S), Arlene Dahl(A), Yehudi Menuhin(M).
OMNIBUS (Alistair Cooke)	ABC 9pm	The Boyhood of William Shakespeare; (O)Walter Kerr; America's High Society of Former Years;(FILM); Jean Louis Barrault(pantomimist) in Baptiste.
General Electric Theatre	CBS 9pm	Flight From Tormendero; (O)Merwin Gerard; with Donna Reed, Helmut Dantine, George Macready, John Anderson, Penny Santon; Dir - John Brahm.
GOODYEAR PLAYHOUSE	NBC 9pm	The Princess Back Home; (O)John Van Druten; with Celeste Holm, John Beal, Richard Derr, Evelyn Varden, Abigail Kellogg; Dir - Herbert Hirschman.

Alfred Hitchcock Presents	CBS 9:30pm	End of Indian Summer; (O)Maurice Baudin; (A)James P. Cavanagh; with Gladys Cooper, James Gleason, Steve Forrest, Kathleen Maguire, Philip Coolidge, Hal Dawson, Ned Weaver, Mason Curry, Hope Summers, Mike Huhn; Dir - Robert Stevens.
Loretta Young Show	NBC 10pm	Wedding Day; (O)Beulah R. Stevens; (A)Pauline Stone; with Miss Young, Carol Veazie, Lewis Martin, Oliver McGowan, Peter Damon; Dir - Richard Morris.

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FEBRUARY 20, 1957

VOLUME 9 NUMBER 8 A

EDITOR: Jerry Leichter

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PUBLISHED BY TELEVISION INDEX, INC.

—MID-WEEK SPECIAL—

NEWS - COMMENT - POSSIBILITIES

NBC will probably get ready-made opposition to CBS' planned Seven Lively Arts for next fall, if negotiations between NBC and Robert Saudek Associates work out. Omnibus, which has been subsidized as an activity of the TV-Radio Workshop of the Ford Foundation, has been taken over by Saudek and will be presented next season by his new company, with his associates Alistair Cooke, current host for Omnibus; Walter Kerr, drama critic for the N. Y. Herald Tribune, who has been drama consultant for the workshop and the program, and Henry May, Omnibus art director. The decision of the Ford Foundation has been rumored for some months and the formal notice of its discontinuance of the support for the program was issued yesterday with the comment by Ford Foundation president Henry T. Heald that there is "no need for the foundation to continue in this area." The news of Saudek's new production organization recently had presaged the move.

Lee Cooley goes active in a big way for CBS starting Feb 27, when he begins a five-week series of book musical-variety shows as replacements for the vacationing Arthur Godfrey in the Wednesday, 8-9pm EST spot. Each show will have a different title, after the stars appearing each week: Feb 27, The Peter Lind Hayes Show; March 6, The Guy Mitchell Show; March 13, The Jo Stafford Show; March 20, The Teresa Brewer Show; March 27, The Vic Damone Show. The "book" aspect of each will be the link that ties together the different sketches, song numbers and variety turns. The Peter Lind Hayes opus will star Hayes and his wife, Mary Healy, with featured performers including Jack Whiting, The Toppers, Genevieve, Dorothy Jarnac, the four Step Brothers, actus the Horse, and Zippy, the chimpanzee. All programs will have Godfrey's regular Wednesday night sponsors. Production staff for the first one, with Cooley as producer, includes Byron Paul, director; Lou Wills, Jr., dance director; Ben Wampler, sets; Don Fisher, costumes, and Burt Farber as musical conductor. Tony Marvin is the announcer. Writers for the show are Norman Barasch and Carroll Moore.

Biggest shock for the trade in the changes scheduled for Your Hit Parade next fall is the dropping of Raymond Scott as musical director. With his late brother, Mark Warnow, whom he succeeded as music director of the show, Scott had seemed to be setting a long distance record in broadcasting for family continuity in one position. The clean sweep set for next season will introduce in starring singing roles Virginia Gibson, Jill Corey and Tommy Leonetti. The big obvious emphasis will be youth appeal to stimulate new interest and attract a new audience to the show.....
NBC will also have a big change in its late Monday evening drama lineup, with the new one-hour Crisis series slated to replace Robert Montgomery Presents. Plans call for over 40 programs in the series, with 20 on film and the rest live; the films from a new Alfred Hitchcock company, the live shows to be produced by MCA-TV. If Studio One continues in the same time next season, the two shows will lock horns, 10-11pm.

 (MORE)

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If there can be said to be any kind of programming pattern being formulated for TV for the next few seasons, aside from the big sweep into Western adventures, it is in the time segments being set. There are exceptions in any of the categories, but it seems to be a coming rule that spectaculars must be one and one-half or two hours long; drama anthologies, whether live or film, one hour; variety shows, one hour; situation comedy and quiz shows, half-hour; documentaries, one hour. Possibly the most important reason for the lengthening of the program patterns to one hour shows is the need for opening up enough time for multiple sponsorships. Half hour programs with the multiples or alternate-week plug-and-plug schedules have created a lot of criticism. The one hour shows give longer program stretches before interruptions, although the commercial content is proportionately the same or longer. In line with this, the pioneering of ABC with its Cheyenne and Wire Service series has resulted in several new one-hour filmed programs being projected by all nets for next season. One is CBS' Perry Mason series; another would be the Revue Productions-produced Wagon Train for NBC; with others including three new ones planned by Warner Bros. for ABC: Sugar Foot, Oklahoma Kid and The Texan. The latter three would all be alternate-week filmed shows, like Cheyenne and CBS' 20th Century-Fox Hour (which debuted a couple of weeks after Warner Bros. Presents, the forerunner of Cheyenne, in 1955).

ABC's plans not only include the most expensive half-hours in television, but also an attempt to become the most musical-variety network going. The Frank Sinatra shows will be the highest budgeted half-hours in TV up to now (balanced by ABC's interest in Sinatra's production firm). The signing of Pat Boone and Guy Mitchell for their own shows adds to the music impact for next season. A string of Warner Bros. and Lou Edelman entries in the film series list will expand the Western adventure look of the net, with many of the currently successful half-hours in this vein continuing.....Tales of Wells Fargo is the official title for the film series replacing Stanley on March 18 on NBC. Dale Robertson stars as Jim Hardie, a Wells Fargo agent, with varied assignments.....Things move fast in TV. Kraft TV Theatre's drama for Feb 27 had been announced as a melodrama, "A Traveller From Brussels," starring comedian Orson Bean, supposedly as a serious actor. Monday, NBC announced that "the script has been changed from a melodrama to a comedy." Whether he will still be a diamond smuggler, as in the original announcement, was not mentioned.....The use of one word titles for some of the new drama-suspense shows has created much trouble for the literary rights and research staffs of the networks, with more coming. Panic, Crisis, and Impact are the merry-go-rounders of the past month, with Panic! a final title for the Al Simon series replacing Noah's Ark on March 5.

CBS TV Operations has formed a new Operations Information Center to act as a clearing house for all production services, materials and facilities to service CBS clients and producers. It will also follow the production status of all CBS programs. .....NBC's Tonight! changes are moving slowly into a predictable format. This week INS columnist Bob Considine began a 10-minute news, feature and interview segment, in line with his rep for diversified reporting and feature columns. The New York staff has been beefed up with Ed Cosgrove raised from senior unit manager to associate producer, joining Roger Gimbel at that level. Two new NY feature writers have been added to the staff. Some staff shakeouts are expected as better features are retained and the flop spots are cancelled out.

PEOPLE GOING PLACES: Audrey Gellen is script editor at Talent Associates for Kaiser Aluminum Hour.....Malcolm Beelby named director of music operations, Hollywood, for CBS Television, handling administrative duties. Lud Gluskin, general music director, will devote more time to creative music needs of CBS programs.....Oscar Rudolph signed to direct 30 television films a year for three years for Screen Gems in Hollywood.....William Berns, director of new and special events for WRCA-TV(NY), takes a one-year leave of absence March 1 to become managing director of the Marine Amphitheatre at Jones Beach, L. I.

ROSS REPORTS—TELEVISION INDEX

FEB 25-MARCH 3, 1957

VOLUME 9 NUMBER 9

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Wednesday(Feb 27)

CBS- 8-9pm EST; SPECIAL - The Peter Lind Hayes Show - LIVE from WCBS-TV(NY), no. of stations indefinite, varies for segment sponsors. § Sponsors- Bristol-Myers Co thru Young & Rubicam, Inc(NY), Pillsbury Mills, Inc., and The Kellogg Co., both thru Leo Burnett, Inc(Chi). § Pkgr- CBS-TV(NY); Prod- Lee Cooley; Dir- Byron Paul; Music Dir- Burt Farber; Prog Anncr- Tony Marvin; Sets- Ben Wampler; Costumes- Don Fisher; Dance Dir- Lou Wills, Jr.; Writers- Norman Barasch, Carroll Moore. § Peter Lind Hayes is star of the first of a group of five weekly musical variety shows, each with a book theme and each with a different star, replacing the vacationing Arthur Godfrey, thru March 27. Succeeding weekly shows will be: March 6, The Guy Mitchell Show; March 13, The Jo Stafford Show; March 20, The Teresa Brewer Show; March 27, The Vic Damone Show.

NBC- 7:30-7:45pm EST, Wed & Fri; DEBUT - The Xavier Cugat Show - LIVE (COLOR) from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC-TV(NY); Prod- Tom Naud; Dir- Barry Shear; Music Dir- Xavier Cugat. § Twice-weekly musical series, starring Xavier Cugat leading his own orchestra, and starring his wife, vocalist Abbe Lane, with occasional guest stars. The series, scheduled for 13 weeks, replaces Coke Time Starring Eddie Fisher (last show Feb 22).

Saturday(March 2)

NBC- 1-2pm EST; SPECIAL - Your Figure Is Your Fortune - LIVE (COLOR) from WRCA-TV(NY), no. of stations indefinite. § Sponsor- Warner Brothers Co., Inc (Foundation Garments) thru C. J. LaRoche & Co., Inc(NY). § Pkgr- NBC-TV with C. J. LaRoche & Co., Inc(NY); Exec Prod- Tom Lewis(LaRoche); Prod- Stuart Ludlum(LaRoche); Dir- Barry Shear; Music Dir- Al D'Artega; Fashion Advisor- Eleanor Lambert. § Musical fashion show, the third in a special series for the sponsor (previous shows were presented on Dec 8 and Sept 22, 1956). Natalie Core is fashion commentator. The program is in open time.

Sunday(March 3)

CBS- 2:30-3pm EST; SPECIAL - Herbert Hoover Reports to the Nation - FILM from WCBS-TV(NY), to the net. § Sustaining, public service. § Pkgr- CBS Public Affairs(NY); Superv- Helen J. Sioussat; Prod- Carl Beier. § Filmed conversational interview of former President Herbert Hoover by Lowell Thomas, during which Mr. Hoover and Mr. Thomas discuss major aspects of the Hoover Commission. In a separate part of the program, Mr. Thomas covers and pays tribute to Mr. Hoover's career as an engineer and his years of service to the government. The special program replaces The Last Word this week only.

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THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- See It Now (Approx every 4th Sun, 5-6pm EST) March 3; "England After Suez," a filmed report of current British reactions to American foreign policy and to American influences on the British way of life. Edward R. Murrow interviews four prominent London newspapermen who regularly cover Parliament. FIIM from WCBS-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

POOL- President Eisenhower's Address on the Middle East; SPECIAL Feb 20; Wed, 9-:30pm EST; LIVE from Washington to the ABC & CBS nets; delayed kine to the NBC net, 10:30-11pm EST. ABC coverage pre-empted The Adventures of Ozzie & Harriet, Wed, 9-9:30pm EST; CBS coverage pre-empted The Millionaire, same time. NBC coverage was in local time.

CBS- The Phil Silvers Show (Tue, 8-8:30pm EST) Procter & Gamble Co (Joy) thru Leo Burnett Co., Inc(Chi) becomes alternate week sponsor, effective Feb 26, taking the spot formerly held by Amana Refrigeration, Inc. R. J. Reynolds Tobacco Co thru William Esty Co., Inc., continues as alternate week sponsor.

The Garry Moore Show (Mon thru Thu, 10-10:30am EST; Fri, 10-11:30am EST) Frank Simms is now second announcer, assisting Durward Kirby, who is devoting more time to comedy bits. Simms is the first addition to the regular cast of the show since it debuted in 1950.

NBC- Kaiser Aluminum Hour (Alt Tue, 9:30-10:30pm EST) New production unit takes over, effective Feb 26: Pkgr- Talent Associates, Ltd.(NY); Prods- David Susskind, Alfred Levy; Assoc Prod- Murray Susskind; Dirs- Paul Bogart, others; Script Ed- Audrey Gellen; Cast- Anita Gonzales. The group succeeds Unit Four Productions.

Club 60 (Mon thru Fri, 1:30-2:30pm EST) Delete Don Sherwood as regular m.c.; replaced by guest m.c.'s changing each week. (See page 12).

Tonight! (Mon thru Fri, 11:30pm-1am EST) Production staff changes: Herb Braverman replaced Furth Ullman as LA location producer. Ed Cosgrove named an associate producer in NY, joining Roger Gimbel; John Carey succeeding Cosgrove as senior unit manager.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WPIX(Ch 11) New York - Easy Music; DEBUT March 2; Sat, 3:45-4pm EST. Sponsor- Baldwin Piano Co. thru Roy S. Durstine, Inc(NY). Paul Renard, staff organist for Baldwin Piano Co., plays the Baldwin Electronic Organ, featuring both classical and modern music.

KNXT(Ch 2) Los Angeles - Eye to Eye; DEBUT Feb 13; Wed, 10-10:30pm PST. Sustaining. Pkgr- KNXT News; Prod- Sam Zelman; Research- Sheldon Karlan. Bill Stout, KNXT newscaster, conducts a "one-man press conference" with controversial personalities who make the news. Guests are not announced before air time and a guest who, in pre-program conversations, refuses to answer questions is not used on the program.

TALENT SHOWSHEET FEBRUARY 22 - MARCH 3

Most of the shows on February 22, 23, 24, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, March 1. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-directed, (SW) Staff-written. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology) usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

FRIDAY FEBRUARY 22

RAY ANTHONY SHOW	ABC 10pm	Peggy King(S), Matt Dennis(S).

SATURDAY FEBRUARY 23

PERRY COMO SHOW	NBC 8pm	ADD: Tony Bennett(S), Ernie Kovacs(C).

SUNDAY FEBRUARY 24

LOOK UP & LIVE	CBS 10:30am	What Is My Name?; (O)Marvin Silbersher; with Rev. Alvin Kershaw, Robert Brown, Susan Oliver, Barnard Hughes, Marion Morris, Harriet MacGivvan, Walton Butterfield; Dir - Marvin Silbersher.
CAMERA THREE	CBS 11:30am	The Tale of Genji;(O)Lady Marasaki; with Shivu Moriya, Yuki Shimoda, Eileen NaKamura, Tae Ko(D); Dir - Clay Yurdin.
ODYSSEY	CBS 4pm	Book Of The Dead; with Reynolds Evans, Thayer David, Jean Cooke, Leona Powers, Gerry Jedd; Dir - Roger Englander.
ED SULLIVAN SHOW	CBS 8pm	ADD: The "Amazing" Mr. Ballantine(C), The Three Rebertes(acro).
STEVE ALLEN SHOW	NBC 8pm	ADD: Aldo Ray(A), Robert Ryan(A).
OMNIBUS (Alistiar Cooke)	ABC 9pm	ADD CAST: Shakespeare Segment; Rhoden Streeter, Felicia Montealegre, Henry Jones, Jerome Kilty, Pamely Simpson, George Ebeling; Narrator - Boris Karloff.

MONDAY FEBRUARY 25

Wire Service (Mercedes McCambridge)	ABC 7:30pm	Profile of Ellen Gale; (O)John Copeland; with Miss McCambridge, Beverly Garland, Eddie Firestone, Michael Pate, Virginia Christine; Dir - Reginald LeBorg.
Burns & Allen	CBS 8pm	with regulars & Frank Wilcox, Bob Ellis; (SW&SD).
VOICE OF FIRESTONE	ABC 8:30pm	Thomas L. Thomas.
Talent Scouts	CBS 8:30pm	Video-Tape; Connie Mitchell(S), The Versatones(S), Larry Ellis(S).
I Love Lucy	CBS 9pm	re-run.
TOP TUNES & NEW TALENT(Lawrence Welk)	ABC 9:30pm	Lt. Steve Rossi(S), Sabine Godfredson(M), The Shetterley Sisters(S).
December Bride (Spring Byington)	CBS 9:30pm	Duck Hunting; with regulars & Raymond Greenleaf, Byron Foulger; (SW&SD).
ROBERT MONTGOMERY	NBC 9:30pm	Reclining Figure; (O)Harry Kurnitz; (A)Doria Folliott; with Jim Backus, Scott McKay, Norman, Rose, Sally Kemp, Ralph Bunker, Allen Nourse, P. Jay Sidney, Herman Schwedt, Harry Bannister, Alfred Hesse; Dir - Perry Lafferty.
STUDIO ONE	CBS 10pm	The Defender;(O)Reginald Rose; Part 1 - with Ralph Bellamy, Martin Balsam, Steve McQueen, William Shatner, Ian Wolfe, Delores Sutton, Arthur Storch, Michael Higgins, Rudy Bond, Vivian Nathan, John McGovern, Iggie Wolfington, Eileen Ryan, Rosetta Le Noire, Russell Hardy, Milton Selzer; Dir - Robert Mulligan.

TUESDAY FEBRUARY 26

Phil Silvers Show	CBS 8pm	The Son Of Bilko; with regulars & Colette Lyons, Rob Kilgallen; (SW&SD).
Broken Arrow	ABC 9pm	Legacy of a Hero; with regulars & Mort Mills, Joseph Turkel; (SW&SD)
Jane Wyman Show	NBC 9pm	A Dangerous Thing; (O)Jameson Brown; with Jeannie Carson, Claude Akins
DuPont Theatre	ABC 9:30pm	The Boy Nobody Wanted; (O)Laslo Gorog; with Johnny Crawford, Virginia Gregg, Roy Barcroft, Jean Innes, Ron Hagerthy.
RED SKELTON SHOW	CBS 9:30pm	Charles Ruggles(A), Marie Windsor(A).
KAISER ALUMINUM HOUR	NBC 9:30pm	Whereabouts Unknown;(O)Sumner Locke Elliot; with Macdonald Carey, Kim Hunter, Jan Sterling, Nydia Westman, Barbara Barrie, Elsbeth March, Ward Costello, John Mackwood, Felix Deebank, Norah Howard; Dir - Paul Bogart.
IT'S POLKA TIME	ABC 10pm	The Chicago Finnish Folk Dancers.

WEDNESDAY FEBRUARY 27

Navy Log	ABC 8:30pm	Cigar Box John;(O)Allan Sloane; with Raymond Bailey, Harry Shannon, Harry Jackson, Jack Raine; Dir - Sam Gallu.
Father Knows Best (Robert Young)	NBC 8:30pm	An Evening to Remember; with regulars & Cornel Wilde; (SW&SD)
Millionarie (Marvin Miller)	CBS 9pm	The Story of Jerry Fell; with Charles Bronson, Georgann Johnson, Louise Lorimer, Harvey Stephens.
KRAFT THEATRE	NBC 9pm	A Traveller From Brussels; (O)Philip Freund;(A)Joel Ross; with Orson Bean, Hiram Sherman, Kathleen Maquire, Jack Klugman, Ken Harvey, Charles Mendick, Len Doyle, Ann Buckles; Dir - Marc Daniel.
Ford Theatre	ABC 9:30pm	The Man Who Beat Lupo;(O)James Warner Bellah; with Louis Jourdan, Joanna Barnes, Rhodes Reason, Roy Gordon, Wilton Graff, Ralph Faulkner, Lili Valenty, Joel Collin; Dir - Anton M. Leader.
US STEEL HOUR	CBS 10pm	Shadow of Evil; (O)Curtis Kenyon; with Shirley Jones, Lee Marvin, Jack Cassidy, Russell Collins, Michael Strong, Fred Stewart, Joseph Sullivan, Raymond Bramley, Rip Torn, Joe Campanella; Dir - Robert Stevens.

THURSDAY FEBRUARY 28

CIRCUS TIME	ABC 8pm	Betty Ann Grove(S).
Bob Cummings Show	CBS 8pm	Chuck at College; with regulars & Jeff Silver, Dan Tobin, Leon Tyler; (SW&SD).
CLIMAX! (Bill Lundigan)	CBS 8:30pm	And Don't Ever Come Back; (O)Dick Stenger; with Richard Boone, Everett Sloan, Gene Lockhart, Kathleen Crowley, Elizabeth Patterson, Dan Tobin; Dir - Jack Smight.
PLAYHOUSE 90	CBS 9:30pm	The Blackwell Story; (O)Mel Barr; with Joanne Dru, Dan O'Herlihy, Charles Korvin, Marshall Thompson, Keith Larsen, Wilton Graff, Harvey Stephens, Philip Tonge, Paul Keast, Damian O'Flynn, Joanna Barnes; Dir - James Neilson.
FORD SHOW	NBC 9:30pm	Jeannie Carson.
AIR TIME'57	ABC 10pm	Orson Bean(C), Pat Kirby(S).
LUX VIDEO THEATRE (Gordon MacRae)	NBC 10pm	Possessed; (O) Rita Weiman; (A) Stanley Silverman; with Laraine Day, Brian Keith, Onslow Stevens, Judith Braun; Dir - James Yarbrough.

FRIDAY MARCH 1

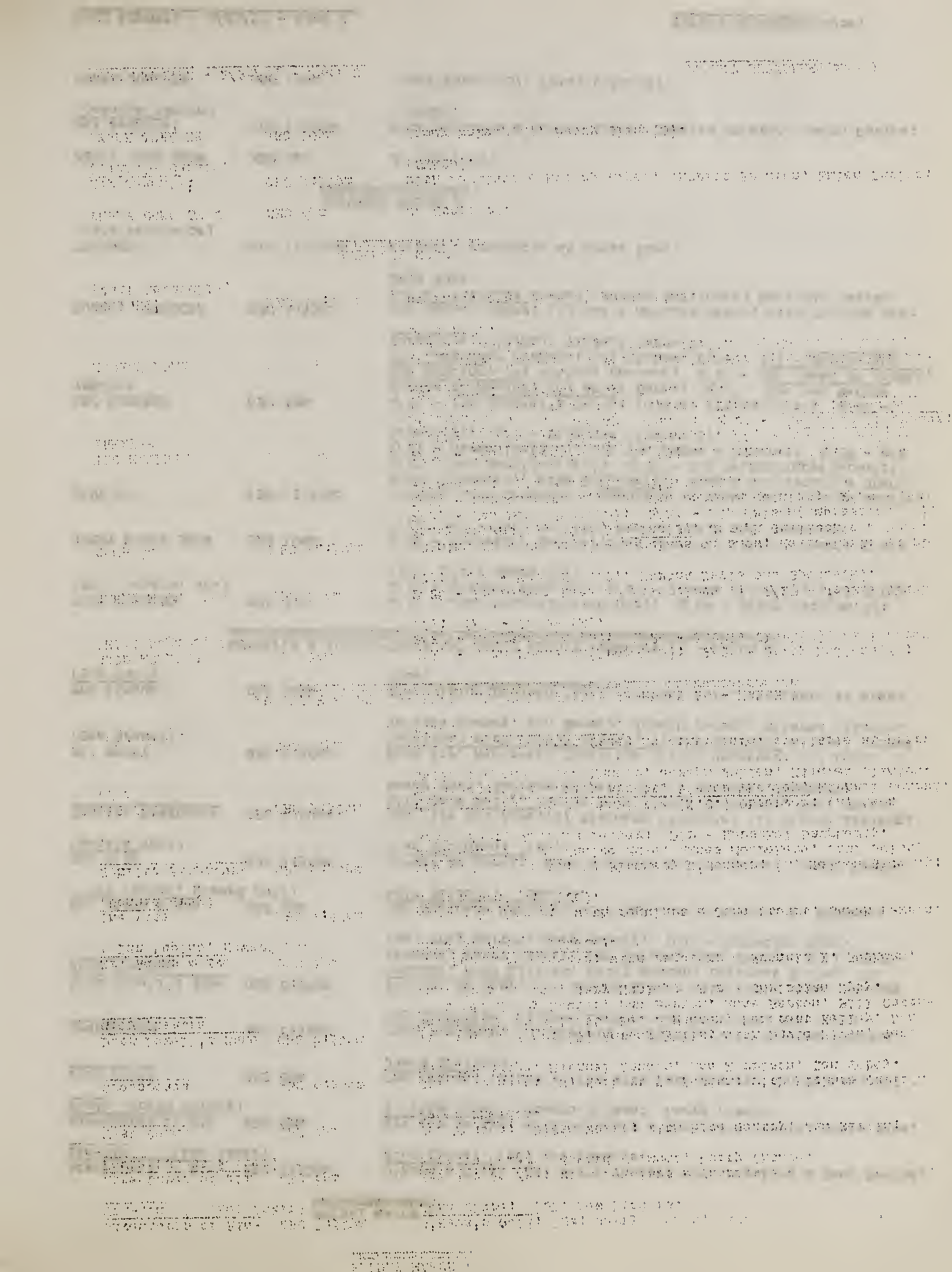
Adventures of Rin-Tin-Tin (Lee Aaker)	ABC 7:30pm	O'Hara's Gold; (SW) Jerry Thomas; with regulars & Rand Brooks, John Close; (SD) Lew Landers.
Adventures of Jim Bowie (Scott Forbes)	ABC 8pm	Eye For An Eye; with regulars & Charlotte Austin, Monte Blue, Florita Romero, Edward Colmans, Larry Chance.
West Point	CBS 8pm	The Weapon; (O)Sam Wolfe; with Race Gentry, Jan Merlin; Dir - James Sheldon.
Crossroads	ABC 8:30pm	Call For Help; (O) Herbert R. Purdum; with Richard Carlson, Ray Stricklyn, Michael Landon, Ann Morrison, Ken Tobey.
Dick Powell's Zane Grey Theatre	CBS 8:30pm	Village Of Fear; (O) Antony Ellis; with David Niven, George Wallace, Ross Elliott, Peter Hansen, Deforest Kelley, Don Diamond, Harry Lauter, Dan Barton, Anne Barton, Bill Catching, Troy Melton, Gary Hunley; Dir - Christian Nyby.
Mr. Adams & Eve (Ida Lupino, Howard Duff)	CBS 9pm	The Business Manager; with regulars & Francis X. Bushman, Whit Bissell; (SW&SD).
The Vise (Donald Gray)	ABC 9:30pm	Murder By Error; with regulars & John Stuart, Sarah Lawson, Alan Robinson; (SD).
Schlitz Playhouse	CBS 9:30pm	The Life You Save;(O) Flannery O'Connor; (A) Nelson Gidding; with Gene Kelly, Janice Rule, Agnes Moorehead, Paul Smith, Buddy Hart, Barbara Pepper; Dir - Herschel Daugherty.
BIG STORY (Ben Grauer)	NBC 9:30pm	Hoke May, Reporter; Charlotte (N.C.) Observer; (A) Leon Tokatyan; with Philip Abbott, Victor Thorley, Michael Conrad, Wallace Rooney, Don Hanmer, Joseph Julien, Mildred Clinton.
The Lineup (Tom Tully)	CBS 10pm	The Walking Deadman Case; no other info. available at press time.

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 25 - MARCH 1

GOOD MORNING (Will Rogers, Jr.)	CBS 7am	2/25 - John Houseman(Prod-Dir); 2/26 - Betty Madigan(S); 2/27 - Morgana King(S); 2/28 - Jackie Clark(C), Jill Corey (S); 3/1 - Shura (M).
GARRY MOORE SHOW	CBS 10am	2/26 - Professor Heckler(flea circus); 2/27 - Jackie Clark (C); 3/1 - Earl Hall(C), Martha Davis and Spouse(M).
CLUB 60	NBC 12:30pm	(Coming from Chicago) - Regulars on show; Mello-Larks Quartet, Nancy Wright(S), Mike Douglas(S), Joseph Gallicchio & Orch. 2/25 - Ben Beri(juggler); 2/26 - Nip Nelson(impressionist); 2/27 - Harmonicats(M), Art Van Damme & Quintet; 2/28 - Bob Gibson(S); 3/1 - Virginia O'Brien(C).
NBC MATINEE THEATRE	NBC 3pm	2/25 - The Serpent's Tooth; (O)B.M. Atkinson Jr.; 2/26 - Voyage to Mandok; (O) Peter Barry; 2/27 - The Day Before The Wedding; (O) Anthony Spinner; 2/28 - The Queen Of Spades; (O) Alexander Pushkin; (A) Michael Dyne; 3/1 - Shadow and Substance; (O)Paul Vincent Carroll.
MODERN ROMANCES	NBC 4:45pm	The Tender Story; (O) Ted & Matilda Ferro; with William Redfield, Patricia Hosley, Warren Burlinger; Melville Ruick, Gale Page.
TONIGHT! (Jack Lescoulie)	NBC 11:15pm	No Info. available at press time.

SATURDAY MARCH 2

PERRY COMO SHOW	NBC 8pm	Jo Stafford.
Hey Jeannie! (Jeannie Carson)	CBS 9:30pm	with regulars & Murray Alper, Charles Bronson, Emlen Davies; (SW&SD).
OZARK JUBILEE	ABC 10pm	Jimmy Wakely(S), Patsy Cline(S).



SATURDAY MARCH 2 (Cont'd)

Gunsmoke (Jim Arness)	CBS 10pm	with regulars & Walter Reed, Ken Mayer, Joe Mitchum; (SW&SD).
GEORGE GOBEL SHOW	NBC 10pm	Jack Benny.

SUNDAY MARCH 3

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	A Gardener in Saxony; (O) Clair Roskam. No cast info. available at press time.
ODYSSEY	CBS 4pm	Scott of the Antarctic; (O)Robert Lucas; with David Ting-Wood, John Aronson, Tom Clancy, Winston Ross; Dir - John Desmond.
Telephone Time (John Nesbitt)	CBS 6pm	The Intruder; (O)Joseph Landon; with Phyliss Avery, Joel Gray.
77th Bengal Lancers	NBC 7pm	The Relentless Man; (SW)George F. Slavin; with regulars & James Seay, Michael Carr, Peter Mamakos, Del Berti, Reginald Lal Singh; (SD) Frank McDonald.
Circus Boy	NBC 7:30pm	Hortense The Hippo; (SW)Lee Erwin; with regulars & Hal Peary, Frank Jenks, Edward S. Brophy, Rusty Wescoatt, William Benedict; (SD)George Archainbaud.
ED SULLIVAN SHOW	CBS 8pm	Edward Mulhare(S), Stanley Holloway(S-C), Gordon Dilworth(S), Rod McLennan(S-D), Michael King(S), Tony Bavaar(S), Jane Morgan(S), The Vagabonds(S-M), Mort Sohl(C), Marie Wilson(A).
STEVE ALLEN SHOW	NBC 8pm	The Andrews Sisters, Phil Harris(C-S).
General Electric Theatre	CBS 9pm	The Fenton Touch; with Jack Benny, Norma Crane, Bill Kendis, Joseph Kearnes, Hallene Hill, Lawrence Dobkin.
ALCOA HOUR	NBC 9pm	The Last Train To Pusan; (O) Vern Sneider; (A) Theodore Apstein; with Gary Merrill, Susan Oliver, Philip Ahn, Linda Cortes, Virginia Kaye, Tura MaKamura, George Hirose, Mark Marno.
Alfred Hitchcock Presents	CBS 9:30pm	One For The Road; (O) Emily Neff; (A) Robert C. Dennis; with John Baragrey, Louise Platt, Georgann Johnson; Dir - Robert Stevens.
Loretta Young Show	NBC 10pm	Rummage Sale; (O) Mary Jane Waldo & Richard Morris; (A) Richard Morris; with Jan Sterling, Mark Roberts, Maggie Mahoney, Myra Marsh, Arlene Harris, Will J. White; Dir - Richard Morris.

ROSS REPORTS TELEVISION INDEX

FEBRUARY 27, 1957

RECEIVED FEB 27 1957

VOLUME 9 NUMBER 9 A

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EDITOR: Jerry Leichter

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PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Possibly un-noticed in the rush to film 'adult' horse operas for next season, is a small but select group of military pilots being prepped for fall sales. Every service has approved films on special branches within the services, ranging from the Navy's submarine service to the Army's infantry, with the latter especially anxious for a reputable producer to come up with a salable series that will give the foot soldier a break in the competition with the more glamorous worlds of air and sea. Navy Log's two-season success, with accompanying promotion values, has paved the way for others. Then there's Ziv's lock on stories about the service academies, with competing producers figuring that there's a large world outside the schools' walls, with greater story flexibility.....Situation comedies are not lying fallow, either. The success of The Gale Storm Show - Oh! Susanna and Hey Jeannie in the Saturday, 9-10pm EST spot on CBS, holding their own easily against Lawrence Welk on ABC and Sid Caesar on NBC is an object lesson. Both half-hour filmed series took a critical ra'hiding but attracted apparently loyal audiences. Whether they have been hits or not, they have hung up higher ratings than several more highly-touted shows. Laughs, no matter how strained or limp, pull an audience if the sponsor is willing to wait.

The pulling power of a half-hour anthology series against powerful live drama opposition will have a direct test starting in April when Telephone Time moves from its CBS Sunday evening, 6-6:30pm EST spot to ABC's Thursday, 10-10:30pm EST open time. ABC and several loyal sponsors are gambling that The Danny Thomas Show, a family situation comedy series at 9pm, Bold Journey, a true adventure series at 9:30pm, and incoming Telephone Time, can cut the pull of CBS' Climax! and Playhouse 90, or NBC's The People's Choice, The Ford Show and Lux Video Theatre. These are signs that next season's program lineups will have some interesting twists -- including a few that seem entirely illogical -- but that's TV.

Everyone concerned with Showcase Productions, Inc., seems to be playing the news cosy, especially about the reason that the credit line of the packaging firm seems to have taken leave of the shows it produces with NBC. The firm could be dissolved, with its assets divided up between two new firms, one to involve Henry Jaffe, the other with Saul Jaffe, the lawyer-producer-partners, who are dissolving their law firm and splitting up jointly-owned properties. Over a year ago, NBC revealed that it shared ownership of Showcase Productions, Inc., with the Jaffe brothers, on a 50-50 basis. Any new corporate set-ups for production purposes would still involve either of the lawyers with NBC, again on a 50-50 share. Playing a part in future plans is the indefinite future status of Alcoa Hour-Goodyear Playhouse on Sunday evenings and Producers' Showcase, every fourth Monday. All of NBC's special and drama program plans for the fall are still in the process of being resolved.

(MORE)

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Long-stayers shift in local TV, too. Bill Burrud's Assignment America, sponsored by the L.A. Times on its own station, KTTV, for almost seven years, moves tomorrow (28) to KTLA.....Singer Don Cherry gets his own Don Cherry Show, Mon thru Fri, 10:45-11pm CST, starting next Monday over WBBM-TV in Chicago. The golfer-singer starts with three of his evenings sponsored by a local clothing firm.....KNXT(LA) is having production troubles with its Juke Box Derby, with a title change ordered (because of too much similarity to Peter Potter's Juke Box Jury) following a wholesale turnover in the show's on- and off-camera personnel.

All assignments for the summer run of Richard Diamond, Private Detective, are set. The Dick Powell-owned summer replacement series will have Richard Carr as producer and main writer. Production started this week at Four Star Films' facilities at RKO-Pathe studios.....Guild Films' Captain David Grief will shoot its next 16 episodes at locations in Cuba and Mazatlan, Mexico, starting about the second week in March. Female leads for individual episodes, and other feature players, will be signed up as needed and flown to location sites. Scripts for the episodes have already been written.....Jack Donohue replaces Al Lewis as producer-director of the George Gobel Show, beginning with the March 9 show.

There were 257 stations in the U. S. able to broadcast in color on Jan 1, 1957, according to NBC Research. The NBC-TV net broadcast 54 hours and 9 minutes of color programming during January.

Some Emmy Notes: Recriminations have already started to bubble between East and West Coast factions, mainly over the several pint-sized uproars before and following the awards nominations. Especially painful to top management of the TV Academy is that the field is so huge that some errors can't be avoided but a few that were made indicated an ignorance of television on the part of some people who checked program nomination lists. The awards next month may provide fuel for undercover charges that East or West Coast groups may vote for coastal favorites, rather than for "real bests" in various categories. Whether the officials realize it or not, every bit of controversy, no matter how damaging each may seem now, can only improve the future of the awards by forcing shake-outs, just as this year's lists are considered a marked improvement over previous efforts.

PEOPLE GOING PLACES: Frank Young named publicity director of the NTA Film Network, with additional responsibility on 10 new TV series being produced by Desilu Productions and 20th Century-Fox for NTA. Harry Algus continues his present duties as publicity director of National Telefilm Associates, Inc., the parent company..... ...Don Durgin joins NBC on March 11 as director of sales planning for the TV net..... Texas "Tex" Schramm will join the CBS Sports Dept early in April as asst sports director of the CBS TV and radio nets.....Harry D. Trigg upped to director of television programs at WNBQ(Chi).....William A. Gildersleeve upped to promotion manager of WMUR-TV(Manchester, N. H.), with Warren Park succeeding him as program manager..... Ralph Hansen appointed program mgr of KYW-TV(Cleve), effective March 18.

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ROSS REPORTS—TELEVISION INDEX

MARCH 4-10, 1957

VOLUME 9 NUMBER 10

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

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MAR 4 1957

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THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday(March 5)

NBC- 8:30-9pm EST; DEBUT - Panic! - FILM from WRCA-TV(NY) & KRCA-TV(LA), 115 stations net, 6 stations delayed. § Alternate Week Sponsors- 1) Liggett & Myers Tobacco Co (Chesterfields) thru McCann-Erickson, Inc(NY); Acct Exec- Hal Graham. 2) Max Factor & Co (Lipstick, Makeup) thru Doyle Dane Bernbach, Inc (NY); Acct Exec- Edward Russell. § Pkgr- Al Simon Productions; Film Prod- McCadden Corp., both at General Service Studios, Hollywood, Calif.; Prod- Al Simon; Assoc Prod- Herbert Browar; Dirs- Rod Amateau, Maurice Geraghty, others; Writers- Various; Photogs- Harry Wild, Hal Mohr(both on first 6); Arch Dalzell. § New drama anthology series, with each half-hour story focusing on a crisis in an individual's life, showing how he meets it. Each story will have a different star. The program replaces Noah's Ark (last show Feb 26).

Wednesday(March 6)

NBC- 8-9pm EST; SPECIAL - Maurice Chevalier's Paris - FILM (COLOR) from WRCA-TV (NY), no. of stations indefinite. § Sponsor- Westgate-California Tuna Canning Co (Breast-O'-Chicken Canned Tuna) thru Foote, Cone & Belding(LA); Acct Superv- Kendall Thurston; Acct Exec- Edward Wilson. § Pkgr- NBC-TV(NY); Prod- Ted Mills; Assoc Prod- Joe L. Cramer; Dir- Andrew Marton; Prod Supervision- Poste Parisien (Pierre Schwab); Photog- Jacques Letelier; Writers- Stephen White, Ted Mills, Maurice Chevalier; Composer & Music Dir- Michel Legrand. § Maurice Chevalier introduces the camera to his view of Paris, using real people and places to shape a story; showing Paris as a way of life, changing from the old to the new. The program pre-empts The Adventures of Hiram Holliday, 8-8:30pm, and Father Knows Best, 8:30-9pm, this time only.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Producers' Showcase (Every 4th Mon, 8-9:30pm EST) March 4; "Romeo and Juliet," starring Paul Rogers, Claire Bloom and John Neville (See page A for other cast credits); Exec Prod- Mort Abrahams; Dirs- Michael Benthal, Clark Jones (both for Old Vic Company); LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Martha Rountree's Press Conference; new title effective March 3; Sun, 5:30-6pm EST; formerly titled Press Conference.

NBC- The March of Medicine (Irregular presentations) March 8; Fri, 9:30-10:30pm EST; repeat showing of "Monganga," film story originally presented Nov 27, 1956. Program pre-empts Armstrong Circle Theatre in this time spot, this week only.

NET CHANGES(More)

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OTHER NETWORK CHANGES(Cont'd)

NBC- Big Story (Fri, 9:30-10pm EST) Ralston Purina Co thru Gardner Advertising Co (St. Louis) becomes alternate week sponsor, effective March 8, replacing Vick Chemical Co. American Tobacco Co (Pall Mall) thru Sullivan, Stauffer, Colwell & Bayles, Inc., continues as alternate week sponsor.

Today (Mon thru Fri, 7-9am EST) Kokomo, Jr., 18-month-old chimpanzee, becomes a regular member of the cast March 1. Cliff Evans upped to sports editor of show.

Racing From Hialeah (Sat, 4:40-5pm EST) Last show March 2. Period returns to local stations.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WABD(Ch 5) New York - Entertainment Press Conference; DEBUT Feb 26; Tue, 8:30-9pm EST. Participations. Pkgr & Prod- WABD. One celebrity guest each week, from all branches of the entertainment industry, is interviewed by a rotating three-member panel of specialists in the guest's field (met area editors, critics, writers), with questions based on prior research. Program is patterned after the station's nightly, Mon thru Fri, Night Beat.

WBBM-TV(Ch 2) Chicago - Don Cherry Show; DEBUT March 4; Mon thru Fri, 10:45-11pm CST. Sponsor- (Mon, Wed, Fri) Hirsch Clothing Co thru Katherine Avery Advertising; Tue & Thu, sustaining. Pkgr & Prod- WBBM-TV. Singer Don Cherry is star of this new musical show, with a girl singer, backed by a small combo. Program will also feature nostalgic film clips and occasional guests.

WBBM-TV - The Friendship Show; DEBUT March 3; Sun, 9:30-10am CST. Sustaining. Pkgr- WBBM-TV; Prod- Sid Atlass; Dir- Phil Ruskin. Lee Phillip has as her weekly guests about 20 children from Chicago orphanages and settlement houses, who are treated to games, entertainment, refreshments and presents. Miss Phillip also tells stories about animals appearing live on the program.

KYW-TV(Ch 3) Cleveland - Open Cameras; DEBUT Feb 25; Mon thru Wed, 5-5:30pm EST. Sustaining. Pkgr & Prod- KYW-TV; Dir- Joe Tanski. Tom Haley is host of the show, which combines variety, features and interviews. Louise Barber is featured vocalist, backed by Dick Mone, piano; Bob McKee, drums, and Chuck Diamonoff, bass. The show features Haley with three different camera segments, using a remote pickup for one feature; a "junior" camera, during which a child is interviewed on topics of current interest, and a studio camera, covering Haley in a general commentary on various topics of interest.

KTLA(Ch 5) Los Angeles - Assignment America; STATION DEBUT Feb 28; Thu, 7:30-8pm PST. Sustaining. Pkgr & Prod- Bill Burrud. Bill Burrud brings his filmed stories of various scenic spots to a new station. He had been seen over KTTV for the past seven years. Shows cover mainly West Coast centers of interest.

WNHC-TV(Ch 8) New Haven - Hollywood's Best, with John Beal; FORMAT CHANGE March 4; Mon thru Fri, 1-2:30pm EST. Participations. John Beal, stage, screen and TV actor, becomes host of the regular feature movie program, appearing at intervals to relate anecdotes about the feature, its stars and directors. Beal will also appear occasionally in a special role on other Triangle stations: WFIL-TV (Phila), WNBF-TV(Binghampton, N.Y.), and WFBG-TV(Altoona, Pa.).

TALENT SHOWSHEET MARCH 1 - MARCH 10

Most of the shows on March 1,2,3, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, March 8. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-directed, (SW) Staff-written. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology) usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

WEDNESDAY FEBRUARY 27

PETER LIND HAYES SHOW	CBS 8pm	PREMIERE: (O)Norman Barasch, Carroll Moore; with Mary Healy, Jack Whiting, Dorothy Jarnac, The Toppers, The Four Step Brothers; Prod - Lee Cooley; Dir - Byron Paul.

FRIDAY MARCH 1

RAY ANTHONY SHOW	ABC 10pm	The King Sisters(S), Don Cornell(S).

SATURDAY MARCH 2

YOUR FIGURE IS YOUR FORTUNE	NBC 1pm	Jill Corey(S), Orson Bean(C), Luanna Gardner(D).
JACKIE GLEASON SHOW	CBS 8pm	(O)Marvin Marx, Walter Stone, Herbert Finn; Music by Lyn Duddy & Jerry Bresler; with regulars & The Lyn Duddy Singers; Dir - Frank Satenstein.
PERRY COMO SHOW	NBC 8pm	ADD: Mickey Rooney.
CAESAR'S HOUR	NBC 9pm	Rock Hudson(A), Ingrid Bergman(FILM).

SUNDAY MARCH 3

LOOK UP & LIVE	CBS 10:30am	Albania: Land of the Eagle; (O)A.J. Palmerio; with Michael Kane, Guy Staell, Felix Deebank, Guy Repp, Roger Plowden, Mark Leonard, Gregory Morton, Dino Terranova; Dir - Marvin Silbersher.
Circus Boy	NBC 7:30pm	KILL: Hortense the Hippo; ADD: Man from Cimarron; with regulars; (SW&SD).
ED SULLIVAN SHOW	CBS 8pm	DELETE: Mort Sohl(C).
STEVE ALLEN SHOW	NBC 8pm	ADD: Ginger Rogers, Edward G. Robinson.
OMNIBUS (Alistair Cooke)	ABC 9pm	And Joy Is My Witness; with Pearl Lang & Dancers; The Physical Theatre; with William Marshall, Jonathan Harris, Lloyd Bochner, Paul Stevens, Laurinda Barrett, Jenny Egan, Pamela Simpson, Robinson Stone; Dir - David Greene.
Loretta Young Show	NBC 10pm	KILL: Rummage Sale; ADD: The Pearl;(A)Richard Morris; with Miss Young, Teru Shimada, Kayoko Wakita, Donna Jean Okubo, Chiyoko Baker, Rayko Kzuno; Dir - Richard Morris; (O) Louis R. Holz.

MONDAY MARCH 4

Wire Service (Dane Clark)	ABC 7:30pm	Dateline Las Vegas; (O)Al C. Ward; with Mr. Clark, Carolyn Jones, Douglas Spencer, Adam Williams, William Phipps; Dir - Reginald LeBorg.
PRODUCERS' SHOWCASE	NBC 8pm	Romeo And Juliet; (O)William Shakespeare; (Old Vic Company) - with Paul Rogers, Claire Bloom, John Neville, Jeremy Brett, Wynne Clark, Jack Gwillim, Richard Wordsworth, Ernest Hare, Margaret Courtenay, Charles Gray; Dir - Michael Benthall & Clark Jones; Mus. Dir - George Bassman; Sets - Otis Riggs.

MONDAY MARCH 4(Cont'd)

VOICE OF FIRESTONE	ABC 8:30pm	Rise Stevens.
TOP TUNES & NEW TALENT(Lawrence Welk)	ABC 9:30pm	The Firehouse Five Plus Two(M), Ron Hall(S), Peggy Jo Stewart(S).
December Bride (Spring Byington)	CBS 9:30pm	with regulars & Raymond Greenleaf, Dick Elliot, Elvia Allman, Madge Blake, Cheerio Meredith, Frank Orth, Pierre Watkin, Byron Foulger; (SW&SD).
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	The Enemy; (O)Pearl Buck; with Shirley Yamaguchi, Aki Aleong, Kaie Deei, Shizu Moriya, Naoe Kondo, Sho Onodera, James Kitayama, Norman Chi, Cely Carrillo, Rose Gonzales, Christopher Carrysfort; Dir - Tad Danielewski.
STUDIO ONE	CBS 10pm	The Defender; (O)Reginald Rose; Part 2; with Ralph Bellamy, Martin Balsam, Steve McQueen, William Shatner, Ian Wolfe, Vivian Nathan; Dir - Robert Mulligan.

TUESDAY MARCH 5

Conflict	ABC 7:30pm	Capital Punishment;(O)Roy Huggins; with Will Hutchins, Rex Reason, Edward Binns, Ray Teal, Dawn Richards, Barbara Eiler, Sam Buffington.
JONATHAN WINTERS SHOW	NBC 7:30pm	Denise Lor(S).
Panic!	NBC 8:30pm	DEBUT: The Priest; with James Whitmore, John Harmon, Ralph Moody, Peggy Converse, Ray Greenleaf, Marshall Bradford, Michael Granger, Anthony Ward, Robert Bice; Dir - Rod Amateau.
Jane Wyman Show	NBC 9pm	Married To A Stranger; (O)Victor Case; (A)Kathrine Hite; with Miss Wyman, Simon Scott, Ainslee Pryor, Bart Burns, Burt Mustin, Addison Richards, Kevin Hegan, Anthony Jochim, Jim Brandt, Sondra Stone; Dir - Sidney Lanfield.
DuPont Theatre	ABC 9:30pm	The Man Who Asked No Favors; (O)Rosalie Bodrero; with Lew Ayres, Sandy Drescher, Rhodes Reason, Morris Ankrum, Whitney Blake, Howard Wright, Malcolm Atterbury, Kathleen Mulqueen; Dir - Lazlo Benedek.
RED SKELTON SHOW	CBS 9:30pm	Carol Channing(S).
ARMSTRONG CIRCLE THEATRE	NBC 9:30pm	FILM: Monganga; re-run.
IT'S POLKA TIME	ABC 10pm	The Israeli Folk Dancers of Milwaukee, Wis.

WEDNESDAY MARCH 6

GUY MITCHELL SHOW	CBS 8pm	The Four Lads(S), The Spellbinders(S), Jack E. Leonard(C), Tony & Eddie(acro).
Maurice Chevalier's Paris	NBC 8pm	(FILM of Parisian personalities); Prod - Ted Mills; Music by Michel Legrand.
Millionaire (Marvin Miller)	CBS 9pm	The Story of Jerry Patterson; with Richard Webb, Strother Martin, Marianne Stewart, Harry Harvey, Jr.
KRAFT THEATRE	NBC 9pm	The Duel; (O) Leslie Stevens; with E.G. Marshall, Dan O'Herlihy, Elizabeth Montgomery, Conrad Nagel, Roland Winters, Doreen Lang; Dir - William A. Graham.
Ford Theatre	ABC 9:30pm	Broken Barrier; (O)Karen DeWolf; with Macdonald Carey, Marguerite Chapman, Dick Foran, Elisabeth Risdon, Herbert Butterfield; Dir - Leslie Kardos.
20th Century Fox Hour	CBS 10pm	City In Flames; (O)Nevin Busch; (A)Kitty Buhler; with Anne Jeffreys, Jeff Morrow, Kevin McCarthy, Lurene Tuttle, Roland Winters, Jack Albertson, Frank Wilcox; Dir - Albert S. Rogell.

THURSDAY MARCH 7

CLIMAX! (Bill Lundigan)	CBS 8:30pm	Night Of A Rebel;(O)Victor Wolfson;with John Kerr, Margaret O'Brien, Harry Townes, Eduardo Ciannelli, Sterling Holloway; Dir - Buzz Kulik.
PLAYHOUSE 90	CBS 9:30pm	Invitation To A Gunfighter;(O)Hal Goodman & Larry Klein; (A) Leslie Stevens; with Ray Collins, Gilbert Roland, Pat O'Brien, Anne Bancroft, Hugh O'Brien; Dir - Arthur Penn.
FORD SHOW	NBC 9:30pm	Andy Devine(C).
LUX VIDEO THEATRE(Gordon MacRae)	NBC 10pm	One Way Passage; (O)Robert Lord; (A) Sanford Barnett; with Barry Sullivan, Bonita Granville, Barton MacLane; Dir - Norman Morgan.

FRIDAY MARCH 8

Adventures of Rin-Tin-Tin(Lee Aaker)	ABC 7:30pm	O'Hara Gets Culture; (SW)Roy Erwin; with regulars & Peggie Leon, Charles Stevens; (SD)Lew Landers.
West Point	CBS 8pm	Ambush; (O) Stirling Silliphant; with James Ogg, Jim MacBridges, Dabbs Greer, Steve McQueen, Ray Foster, William Post, Dean Cromer, Tom Greenway; Dir - Leon Benson.
Crossroads	ABC 8:30pm	The Ice Cathedral; (O)Father William J. Menster; with Kevin McCarthy, Freeman Lusk, Perry Frost, Robert Harris, Adam Kennedy, Douglas Fowley, Steven Mitchell, William Hughes, Reede Howes, Joe Durkin, Mel Gaines, Michael Fox.
Dick Powell's Zane Grey Theatre	CBS 8:30pm	Black Creek Encounter; (O)Bob Barbash; with Ernest Borgnine, Norma Crane, Billy Chapin, Lou Krugman, Howard Megley, Parker Garvie, Alan Reynolds; Dir - Roy Del Ruth.
Mr. Adams & Eve (Ida Lupino, Howard Duff)	CBS 9pm	The Torn Shirt; with regulars & Chris Dark, Alan Reed, Joe Waring; (SW&SD).
The Vise (Donald Gray)	ABC 9:30pm	Back Track To Murder; with regulars & Robert Arden, Colin Tapley, Len Sharpe; (SW&SD).
Schlitz Playhouse	CBS 9:30pm	Carriage From Britain; (O)Arthur Gordon; (A)Oscar Brodney; with Janet Leigh, Casey Adams, Jesse White, Eduardo Ciannelli, William Remick, Ed Hinton, Michael Ross, Vito Scotli, Marilyn Buferd, John Phillips; Dir - Don Weis.
BIG STORY (Ben Grauer)	NBC 9:30pm	Jim O'Neill, Reporter; Long Island (N.Y.) Newsday; (O)Douglas Taylor; with Logan Field, Robert Ellenstein, Frank Campanella, Michael Mann, Joe Helderson, Patricia Hosley.
The Lineup (Tom Tully)	CBS 10pm	Heinrich Menzel Case; (O) Fred Eggers; with Leon Askin, Henry Slate.

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY MARCH 4 - MARCH 8

GOOD MORNING (Will Rogers, Jr.)	CBS 7am	3/4 - The Fabulous McClevertys(M), Hermione Gingold(C); 3/5 - The Duke of Iron(M); 3/6 - Ann Gilbert(S), Hermione Gingold(C); 3/7 - Ray Lang(S), Hermione Gingold; 3/8 - Paul Ashley(puppets), Milton Caniff.
GARRY MOORE SHOW	CBS 10am	Frank Simms joins cast this week as second announcer. 3/7 - Charlotte Rae(C); 3/8 - Johnny Haymer(C), Martha Davis & Spouse(M).
CLUB 60	NBC 1:30pm	Dennis James is guest emcee this week. 3/4 - Yonley(C-M); 3/5 - George Moore(D); 3/6 - Matt Dennis(S); 3/7 - Dick Contino(M).
NBC MATINEE THEATRE	NBC 3pm	3/4 - You Touched Me;(O)Tennessee Williams; 3/5 - In The Hemlock Cup; (O)Edward Hunt;(A)Richard McCracken; 3/6 - Papa's Wife;(O)Thyra Ferre Bjorn;(A)Elizabeth Hart; 3/7 - Yesterday's Magic; (O)Luigi Pirandello;(A)Michael Dyne; 3/8- Dr. Jekyll & Mr. Hyde;(O)Robert Louis Stevenson;(A)Robert Essen.

MULTIPLE & ACROSS-THE-BOARD SHOWS(Cont'd)

MODERN ROMANCES	NBC 4:45pm	Greta; (O)Harry Junkin; with Meg Mundy, William Prince, Richard Kendrick, Don Briggs.
TONIGHT! (Jack Lescoulie)	NBC 11:15pm	3/5 - Sammy Kaye(M); 3/6 - Paul Whiteman(M).

SATURDAY MARCH 9

PERRY COMO SHOW	NBC 8pm	Ethel Merman(S), The Mills Bros.(S), Jack Carter(C).
Hey Jeannie! (Jeannie Carson)	CBS 9:30pm	with regulars & Virginia Christine; (SW&SD).
GEORGE GOBEL SHOW	NBC 10pm	Jack Carson(C).

SUNDAY MARCH 10

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	The Sermon; (O)Howard Rodman; Dir - Mel Ferber; no cast info available at press time.
CAMERA 3	CBS 11:30am	L'histoire du Soldat; (O)Stravinsky; with Max Adrian(A), James Mitchell(D-A), Arthur Malet(A), Annabell Gold(D); Conductor - Emanuel Vardi; Choreo - Anna Sokolow.
ODYSSEY	CBS 4pm	"Comics" - with Milt Caniff, Al Capp, Walt Kelly. (History of the comic strip).
RAY BOLGER'S WASHINGTON SQUARE	NBC 4pm	with regulars & Peggy King(S), John Hoppe(Mobilux), Enid Mosier & group(M).
Telephone Time (John Nesbitt)	CBS 6pm	The Key; (O)Donald S. Sanford; with Beverly Washburn, Kevin McCarthy; Dir - Lewis Allen.
Jack Benny Show	CBS 7:30pm	(The Benny's Tour Venice); with Mary Livingstone,(Film.)
Circus Boy	NBC 7:30pm	The Great Gambino's Son; with regulars & Anthony Caruso, John Wilder, Joe Kirk; (SW&SD)
ED SULLIVAN SHOW	CBS 8pm	Henry Fonda(A), Wilt Chamberlain(basketball), Don Ameche(A), The Wiere Brothers(C), Ben Blue(panto), Senor Wences(ventril), Renata Tebaldi(S), Richard Tucker(S), Charlie Gracie(C).
STEVE ALLEN SHOW	NBC 8pm	Diahann Carroll(S).
General Electric Theatre(Ronald Reagan)	CBS 9pm	With Malice Towards One; (O)Vivian Fletcher; (A)Hagar Wilde; with Bette Davis, John Baragrey, Frances Bavier, Maudie Prickett, Dee Carroll, Arthur D. Gilmour; Dir - Jules Bricken.
Bob Hope Chevy Show	NBC 9pm	Wally Cox(C), Rosemary Clooney(S), Lana Turner(A), Hy Averback(A), Jack Pepper, Charles Cooley, Sunny Boyne, Betty Uitti, Dolores Durrett; Dir - Jack Shea; Writers - John Rapp, Lester White, Mort Lachman, Bill Larkin, Charles Lee, Norman Sullivan.
Alfred Hitchcock Presents	CBS 9:30pm	Cream of the Jest; (O)Fredric Brown; (A)Sarett Rudley; with Claude Rains, James Gregory, Paul Picerni, Joan Banks, Johnny Silver, Gladys Burlbut, Olan Soule, Tom Martin, Don Garrett, Carol Shannon; Dir - Herschel Daugherty.
Loretta Young Show	NBC 10pm	Louise; (O) Marian Thompson; with Viveca Lindfors, Herbert Marshall, Norma Varden, Frances Mercer, Tris Coffin, John Banner; Dir - Norman Foster.

ROSS REPORTS—TELEVISION INDEX

MARCH 6, 1957

VOLUME 9 NUMBER 10 A

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Television film commercial production during 1956 grossed approximately 35 million ($35,000,000) dollars. This estimate, made independently by Ross Reports-Television Index, has been projected from production reports included in the "1956 Survey - TV Film Commercials," published annually by this organization. (Copies are currently in the mail to all service subscribers). The production record is compiled from information supplied by the majority of the nation's advertising agencies with television accounts, and by commercial film producers. The production survey cross-indexes 9,078 film commercials of all types, the 759 advertisers for whom they were made, the 285 advertising agencies through whom they were ordered and the 212 film firms who produced the commercials.

Rises in costs and production values during 1956 resulted in the current dollar volume estimate, a $10,000,000 increase over last year's estimate of $25,000,000 for 1955 production. In each year, approximately 10,000 new film commercials were produced. Some agencies and film producers, because of company policy, do not report any but gross production; others report only a representative part of the total year's output. Also, there may be an over-lap from year to year in specific commercial production because of the different methods used by agencies in reporting production between the dates used for the survey (whether production is contracted for, in progress, or completed during the period). The dollar volume estimate is based on an evaluation of commercials by types rather than by the total number of films. The estimates take into consideration the length of commercials; content, such as "live" action and animation; and types of advertisers they were produced for, whether national, regional or local, since this qualification determines the approximate cost per commercial.

Transfilm Inc., New York, the leader last year, is again estimated to be the largest TV film commercial producer in the country, accounting for eight to nine per cent of the total dollar volume for the industry. Other national leaders are Universal Pictures Company Inc. Television, Universal City, Calif., and New York; MPO Television Films, Inc., New York; Hal Roach Studios, Culver City, Calif., and Sarra, Inc., New York and Chicago. These five firms account for approximately 28 per cent of the annual dollar volume of the industry. There are ten more major film organizations that do an additional 25 per cent of the dollar volume of film commercials. These 15 firms (including the five leaders named) account for about $18,550,000 in gross film commercial production, 53 per cent of the industry.

The above listings include all commercial production, whether live action or animation or combinations of both. Animation production, separate from live action, now accounts for about 25 per cent of the industry's dollar volume, approximately $8,750,000, largely because quality animation costs 75 to 80 per cent more to produce

(MORE)

ROSS REPORTS—TELEVISION INDEX, Service Subscriptian Rates: $110 per year (ar $30 quarterly, minimum ane year subscriptian). Additional or multiple subscriptians at lawer rates. ✓ ✓ Service includes: Weekly reparts an current televisian productian, pragrams, advertisers, talent mavements; unlimited telephone and mail infarmation service; periadic reports an special aspects af televisian; semi-annual and annual industry surveys, and The Televisian Index card file.

than quality live action commercials. Quality live action 60-second commercials fall into the $4,000-5,000 cost class, while comparable animation ranges from $7,000-9,000. (This is a median group comparison for purposes of the example, with most quality commercials falling into the price groupings for each type. Costs of commercials obviously have a much greater lower and higher range, depending on the requirements of the advertiser. These groups are typical of network program or major syndication "A" quality commercials in use). Firms leading in 1956 in animation production include Transfilm Inc., New York; UPA Pictures, Inc., New York and Burbank; Shamus Culhane Productions, New York and Hollywood; Academy Pictures, Inc., New York; and Playhouse Pictures, Hollywood.

§ § §

Chrysler Corp's Dodge and Plymouth Divisions have renewed their contracts for Lawrence Welk's Monday and Saturday night programs for next season over ABC, and have also contracted for the 9:30-10pm segment on Friday nights, with the program to fill the spot as yet not determined. Current occupant of the time is The Vise for Sterling Drug.....ABC has bought 26 feature films from RKO for showing on Sunday nights, 7:30-9pm EST, beginning April 7. Ted Mack's Original Amateur Hour will move to the spot currently held by the first hour of Omnibus, 9-10pm EST. The future of ABC's own news-public affairs series, Open Hearing, is up in the air.....ABC is also in the middle of new production deals for the fall. The net is reported to have made a firm buy of The Real McCoys, new film series starring Walter Brennan, to be produced by Brennan with Irving and Norman Pincus in one firm, jointly with Danny Thomas' Marterto Productions. Marterto staffers are doing preliminary production work on the series, which will have a situation comedy look.....My Friend Flicka, which was originally scheduled to replace Giant Step on CBS starting tonight, will move instead to a Saturday night spot, replacing Vincent Lopez, 7-7:30pm EST, starting March 16. Giant Step was renewed by sponsor General Mills for another 13 weeks and since CBS has a contract for Flicka the net couldn't afford to have it sitting idle, so Lopez got the network ax, although his local program, 6:30-7pm, continues at that time over WCBS-TV(NY).

NBC's Tonight! is dropping Vernon Scott as one of its two Hollywood-origination feature-reporters, but a permanent replacement will depend on who makes good among a number of other people who are getting on-air tryouts. The West Coast favors Lee Giroux, KRCA-TV(LA) newscaster, but he'll have to survive the eliminations. Tonight! will also begin its remotes from cities other than its three main points, beginning probably next week, with one of the first scheduled to come from San Francisco..... NBC is going to a heavier sports schedule this summer. For the first time, the net will have the Baseball Game of the Week telecasts, starting April 6 for 26 weeks on Saturday afternoons. The major league telecasts were carried by ABC during the summers of 1953 and 1954 and by CBS during 1955 and 1956. Although Dizzy Dean and Buddy Blattner have been the regular commentators, NBC has not announced its choices for the summer. NBC has also been awarded the rights for the sixth time in seven years to telecast the NCAA football schedule for the 1957 season. Since 1951, NBC has carried the games every year except 1954.....CBS will buck NBC's telecasts of professional basketball on Saturday afternoon, with a two-Saturday special on March 16 and 23, with broadcasts of the opening game and the final championship game of the National Invitation Basketball Tournament at Madison Square Garden. The games will be simulcast, 2-4pm EST.

Jackie Gleason starts his second vacation of the season after his March 9 program, returning on April 6. Kate Smith will star on the March 16 Jackie Gleason Show, heading a group of variety performers.....Private Secretary, ending its five-year alternate run with Jack Benny on Sundays over CBS after its March 17 showing, returns to the net starting April 2 in a new time spot, Tuesdays, 8:30-9pm EST. Re-runs of

the hardy Ann Sothern series will replace The Brothers in the Tuesday spot. Sponsors will be Lever Brothers Co for its Dove Toilet Bar thru Ogilvy, Benson & Mather, Inc., alternating with W. A. Sheaffer Pen Co thru Russel M. Seeds Co.....The Marge and Gower Champion Show, moving in on March 31 as the replacement for Private Secretary in alternating with the Jack Benny Show, will be produced by Paul Harrison and directed by James Sheldon.....NBC's Motion Picture Academy Awards show on March 27 will have Jerry Lewis as m.c. from Hollywood for the second consecutive year. The show will be produced for the Academy by U-I writer-director Valentine Davies, with Bill Kayden and Bill Bennington producing and directing the show for NBC. Robert Emmett Dolan will direct the New York portion. Johnny Green is handling the music direction for the fourth time.....Desi Arnaz will be m.c. for the Emmy Awards over NBC on March 16, with Phil Silvers handling m.c. chores on New York segments.

Alfred Hitchcock signed to continue his Alfred Hitchcock Presents for Bristol-Myers Co thru Sept, 1958, on Sundays, 9:30-10pm EST. The agreement limits his TV appearances to that program.....CBS and Screen Gems resolved their reported difficulties over budget and star names and the net signed with the film producer for a minimum of five new filmed stories for the Playhouse 90 series for the 1957-58 season. All will have increased production budgets and major star names. Filmasters, Inc., is currently in production on three films for Playhouse 90, to complete a season group, in addition to eight filmed this year by Screen Gems, three of which are still to be shown later in the season.....CBS revises its morning net schedule starting April 8 when it replaces the one-hour Good Morning with Will Rogers, Jr. with Country Style, 7-7:45am EST and a 15-minute news show with Richard C. Hottelet reporting the news, Monday thru Friday. The following Captain Kangaroo, currently 8-9am, will be cut back 15 minutes, with Hottelet coming back at 7:45am for another 15 minutes of the news. Country Style will originate from WTOP-TV(Wash), starring singer-musician Jimmy Dean, his band, The Texas Wildcats; plus The Country Lads duo, ventriloquist Alec Houston and guest stars. The program will be produced by Connie B. Gay (of Town and Country Time, which also starred Jimmy Dean).....NBC has set the Wednesday, 7:30-8:30pm NYT spot, starting Sept 11 for its new Wagon Train film series, to star Ward Bond. Revue Productions is producing the one-hour filmed program.....P. Lorillard Co(Old Gold Cigarettes) thru Lennen & Newell, Inc., will sponsor one half-hour of time weekly over 128 stations of the NTA Film Network, beginning April 1. Warner-Lambert Pharmaceutical Co will sponsor one hour of time weekly, with both sponsorships running 39 weeks. All commercials will be integrated on film.

PEOPLE GOING PLACES: Robert L. Foreman, v.p. in charge of radio and TV for Batten, Barton, Durstine & Osborn, Inc., upped to an exec v.p. of the agency..... Margaret Buell Wilder joined the CBS-TV story dept., Hollywood.....Richard L. Geismar named executive asst to the president, DuMont Broadcasting Corp.....Charles C. Heaton appointed promotion director, WTTG(Wash).

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ROSS REPORTS—TELEVISION INDEX

MARCH 11-17, 1957

VOLUME 9 NUMBER 11

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

March 13(Wednesday)

NBC- 8-8:30pm EST; RETURN - Masquerade Party - LIVE from WRCA-TV(NY), no. of stations indefinite. § Sponsor- Associated Products, Inc (5 Day Deodorant Pads) thru Grey Advertising Agency, Inc(NY); Acct Exec- Ed Meyer. § Pkgr- Wolf Associates, Inc(NY); Prod- Herbert Wolf; Dir- Lloyd Gross; Makeup- George Fiala, Bill Herman. § Panel-quiz program in which noted celebrities in disguise challenge a panel of celebrity-experts to identify them. The program debuted over NBC-TV, July 14, 1952, and was seen during the following two summers over CBS-TV. It debuted over ABC-TV on Sept 29, 1954 as a regular season program, running until Dec 22, 1956. In its new spot it replaces The Adventures of Hiram Holliday (last show March 6).

Saturday(March 16)

NBC- 12noon-12:30pm EST; DEBUT - True Story - LIVE from WRCA-TV(NY), no. of stations indefinite. § Sponsor- (half of program) The National Brands Div of Sterling Drug, Inc thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec & Agcy Superv- George G. Tormey; Comm Superv- A. W. Spence. Half of program is sustaining. § Pkgr- Wilbur Stark-Jerry Layton, Inc(NY); Prod- Jerry Layton; Dir- Sterling (Tom) Reynolds; Music Dir- Binny; Sets- Elma Tag; Writers- Various; Script Ed & Casting- Jerry Layton. § Kathi Norris is hostess-narrator for half-hour live dramatizations. Miss Norris introduces each character, gives background information and at the end of each weekly dramatization will report on the windup of the story, each of which will be complete with a different cast and writer. The program replaces the second half-hour of Cowboy Theater, 11:30am-12:30pm, (last show March 9).

NBC- 12:30-1pm EST; DEBUT - Detective's Diary - FILM from WRCA-TV(NY), no. of stations indefinite. § Sponsor- (half of program) The National Brands Div of Sterling Drug, Inc thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec & Agcy Superv- George G. Tormey; Comm Superv- A. W. Spence. § Pkgr & Film Prod- Edward J. and Harry Lee Danziger (London), filmed at M-G-M Studios, London; Dirs & Writers- Various. § Re-runs of The Vise, episodes previously seen over ABC-TV, starring Donald Gray as private investigator Mark Saber, under the new program title. The program replaces Watch Mr. Wizard which moves to 5:30-6pm EST, this date.

CBS- 2-4pm EST (also March 23, same time); SPECIAL - National Invitation Basketball Tournament - LIVE from WCBS-TV(NY), approx 70 stations net. § Sponsors- 1) Kemper Insurance Group (Lumbermens Mutual Casualty Co., American Motorists Insurance Co) thru John W. Shaw Advertising, Inc(Chi). (Cont'd next page)

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Saturday(March 16)

CBS- National Invitation Basketball Tournament(Cont'd from previous page):
2) Carter Products, Inc (Arrid Men's Deodorant, Rise Shave Cream), Arrid thru Ted Bates & Co., Inc(NY); Acct Exec- James Barker; Rise thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY), producing agency; Acct Exec- Roland Marx. § Pkgr- CBS Sports Dept(NY); Prod & Dir- Judson Bailey. § Bud Palmer describes the action and Chris Schenkel handles the color for the opening game (March 16) and then the closing game (March 23) of the National Invitation Tournament at Madison Square Garden. The special programs replace Big League Hockey (last show March 9) in this time spot.

CBS- 7-7:30pm EST; RETURN - My Friend Flicka - FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr & Film Prod- TCF Television Productions, at Fox Western Ave Studios, Hollywood; Prods- Sam White, Allen Armer; Dirs & Writers- Various. § Re-runs of films previously seen over the network on Fridays, 7:30-8pm from Feb 10, 1956 thru Feb 1, 1957. The adventure series about a boy and his horse, will be seen in its new Saturday time for three weeks, moving to Sunday, 6-6:30pm EST, effective April 7. In its Saturday time it replaces Vincent Lopez (last show March 9).

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Saturday Color Carnival (Every 4th Sat, 9-10:30pm EST) March 16, "Emmy Awards," with Desi Arnaz as m.c. and Phil Silvers introducing N. Y. segments; Pkgr- NBC-TV(LA); Exec Prod- William Kayden(LA); NY Prod- Julian Bercovici; LA Assoc Prod- Rick Kelly; Dirs- William Bennington(LA), Craig Allen(NY); LIVE (COLOR) from KRCA-TV(LA) & WRCA-TV(NY).

Hallmark Hall of Fame (Approx every 4th Sun, varying times) March 17, 7:30-9pm EST, "There Shall Be No Night," starring Charles Boyer and Katharine Cornell (see page E for other cast credits); Exec Prod- Mildred Freed Alberg; Prod & Dir- George Schaefer; LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

NBC- Educational Television Project via NBC network lines, with local loops supplied by The Educational Television and Radio Center, Ann Arbor, Mich., to 20 or more educational TV stations on a nationwide basis. A five-program series, each presented on the same day each week for 13 weeks, Mon thru Fri, 6:30-7pm EST: Educational Television Project; all programs packaged by NBC-TV Public Affairs (NY); Edward Stanley, NBC mgr of public service programs, in charge; Exec Prod- David Lowe. § The American Scene, Mon, beginning March 11; conducted by Dr. Albert D. Van Nostrand, covering phases of American writing; Prod- William W. Parish; Dir- Edward King. § Geography For Decision, Tue, beginning March 12; conducted by Dr. Albert E. Burke; Prod- Dorothy Culbertson. § Mathematics, Wed, beginning March 13; conducted by James R. Newman; Prod- David Lowe. § The American Government and The Pursuit of Happiness, Thu, starting March 14; conducted by Dr. Elmer E. Schattschneider; Prod- Brice Howard; Dir- Len Salvo. § Highlights of Opera History, Fri, starting March 15; conducted by Dr. Paul Henry Lang; Prod- Charles Polacheck. § The American Scene and Geography For Decision are being underwritten by the Education TV and Radio Center, the other programs by NBC. (Note: WRCA-TV(NY) will begin carrying kinescope recordings of the programs for NY viewers in weekend time blocks, two on Saturdays, 1:30 2:30pm, starting March 23; and three on Sundays, 9-10:30am, starting March 24.)

TALENT SHOWSHEET MARCH 8 - MARCH 17

Most of the shows on March 8,9,10, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, March 15. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-directed, (SW) Staff-written. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology) usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

FRIDAY MARCH 8

The Joseph Cotten Show - On Trial!	NBC 9pm	The Case of the Panicky Man.
RAY ANTHONY SHOW	ABC 10pm	Vic Damone(S), Joy Layne(S).

SATURDAY MARCH 9

JACKIE GLEASON SHOW	CBS 8pm	Book by Marvin Marx, Walter Stone, Herbert Finn; Music by Jerry Bresler & Lyn Duddy; with regulars & The Lyn Duddy Singers.
OZARK JUBILEE	ABC 10pm	Brenda Lee(S).
GEORGE GOBEL SHOW	NBC 10pm	ADD: Erin O'Brien(S).

SUNDAY MARCH 10

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	ADD CAST: The Sermon; Darin McGavvin, Clarice Blackburn, Donald Mayre, Perry Fiske; Dir - Mel Ferber.
LOOK UP & LIVE	CBS 10:30am	Hungary: Moment of Decision; (O) Joseph Dell; with Edith Atwater, Fredric Tozere, Peter Randon, Joan Gray, Bert Cowlan, Michael Conrad, Edgar Franken; Dir - Marvin Silbersher.
ODYSSEY	CBS 4pm	ADD: Allen Saunders, Cartoonist.
RAY BOLGER'S WASHINGTON SQUARE	NBC 4pm	KILL: (As permanent cast members); Elaine Stritch, Rusty Draper, Bill and Cora Baird.
STEVE ALLEN SHOW	NBC 8pm	ADD: Martha Raye, Fernando Lamas, Steve Lawrence(S).
OMNIBUS (Alistair Cooke)	ABC 9pm	The Trial Of Captain Kidd; (O) Alvin Sapinsley; with Victor Jory, Edward Andrews, Jerome Kilty, Michael Strong, Nancy Marchand, J. Pat O'Malley, Gerald Price, Lee Bergere, Barry Kroeger, Peter Falk; Dir - Seymour Robbie.

MONDAY MARCH 11

Wire Service (George Brent)	ABC 7:30pm	Forbidden Ground; (O) Malvin Wald & Jack Jacobs;(A) Wald, Jacobs, Seeleg Lester; with Mr. Brent, Barton MacLane, Maurice Manson, Will Erwin; Dir - Tom Gries.
Adventures of Robin Hood	CBS 7:30pm	Fair Play; with regulars & Selma Vas Kiaz, Thomas Gallagher, Robert Raikes, Tony Thawnton, Paul Eddington; Dir - Terry Bishop.
VOICE OF FIRESTONE	ABC 8:30pm	Brian Sullivan
Talent Scouts	CBS 8:30pm	Video-Taped: Mark Stuart(S), The Three Dolls(S), Lorraine Forman(S).
December Bride (Spring Byington)	CBS 9:30pm	Masquerade Party; with regulars & Raymond Greenleaf, Frieda Inescort, Edith Simmons, Robert Burton, Lee Millar; (SW&SD)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	Last Train To Kildevil; (O) Milton Gelman; with Martha Scott, Charles Korvin, David White, Gene Blakely, Millette Alexander, Robert Scheerer, Clint Young, Vince Harding, Herman Dinkin, Leora Thatcher, Louis Sorin, James Reese, Walter Kinsella.

MONDAY MARCH 11(Cont'd)

TOP TUNES & NEW TALENT(Lawrence Welk)	ABC 9:30pm	Severin Turel(M), Cathy Carr(S), The Harmonikings(M).
STUDIO ONE	CBS 10pm	A Child Is Waiting; (O) Abby Mann; with Pat Hingle, Mary Fickett, Marian Seldes, Miko Oscard; Dir - Vincent Donehue.

TUESDAY MARCH 12

Phil Silvers Show	CBS 8pm	The Big Investigation; re-run.
Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	Hang Him High; with regulars & Darryl Hickman, Toni Gerry, Carleton Young, Damian O'Flynn; (SW&SD).
Panic!	NBC 8:30pm	The Prisoner; with Kenneth Tobey, Jaclynne Greene, Tim Powers, Vivi Janiss, Milton Frome; Dir - Maurice Geraghty.
Broken Arrow	ABC 9pm	Ghost Face; with regulars & Steven Ritch, Ken Christy, Steve Conte, Claire DuBrey; (SW&SD).
Jane Wyman Show	NBC 9pm	The Pendulum; (O) Colin MacKenzie; (A) David P. Harmon; with Miss Wyman, Gene Barney, Jack Kruschen, Stuart Randall, Paul Bryar, George Neise, Simon Scott, Bill Baldwin, Tim Graham, James Nolan, Leon Tyler, Harry Harvey Jr., Ed Platt, Maurice Marsac, Henry Corden.
DuPont Theatre	ABC 9:30pm	One Day At A Time; (O) Larry Marcus; with James Daly, James Bell, John Litel, Eve March, Barbara Eiler, James Best, Hugh Sanders, Herbert Lytton, Jack Reitzen, Nolan Leary, Sam Gilman, Tyler McVey, Robert Bice, Edward Earle, Napoleon Whiting, Virginia Christine, Charlotte Lawrence; Dir - Laszlo Benedek.
RED SKELTON SHOW	CBS 9:30pm	Edward Everett Horton.
KAISER ALUMINUM HOUR	NBC 9:30pm	The Story Of A Crime; (O) David Swift; with Richard Kiley, June Lockhart, Barbara Baxley, Larry Gates, John Griggs, Carl Lowe; Dir - Paul Bogart.
IT'S POLKA TIME	ABC 10pm	The Mary Shevlin Irish Folk Dancers.

WEDNESDAY MARCH 13

THE JO STAFFORD SHOW	CBS 8pm	Jaye P. Morgan(S), Bill Hayes(S), Guy Raymond, Michael Dominico, The Spellbinders.
Navy Log	ABC 8:30pm	War of the Whaleboats; with Richard Jaeckel.
Father Knows Best (Robert Young)	NBC 8:30pm	Bud Buys A Car; with regulars; (SW&SD).
Millionaire (Marvin Miller)	CBS 9pm	The Story of Jimmy Reilly; with John Lupton, Janice Rule, Lita Milan, Ernesto Molinari, A.G. Vitanza, Vito Scotti, Bart Bradley, Charles Bradley.
KRAFT THEATRE	NBC 9pm	Collision; (O)Norman Vane; with Louis Jean Heydt, Conrad Nagel, Edward Binns, Edward Sloan, Nancy Wickwire, Will Kuluva, Leon Janney, Lawrence Weher, Jack Naughton; Dir - David Alexander.
Ford Theatre	ABC 9:30pm	Fate Travels East; (O) Jack Harvey & Robert Bassing; with Linda Darnell, Craig Stevens, Allison Hayes, Sheb Wooley, Stacey Graham, Barbara Fuller, Howard Smith, Robert Brubaker; Dir - Anton M. Leader.
US STEEL HOUR	CBS 10pm	The Bottle Imp; (O) Robert Louis Stevenson; (A) Frank Gilroy; Music by Arthur Steurer; with Farley Granger, Geoffrey Holder(S), Susan Oliver, Thayer David, Abe Simon, Robert Fortin, Francis Compton, William Darrid, Harry Shaw Lowe; Dir - Elliott Silverstein.

THURSDAY MARCH 14

Sgt. Preston of the Yukon(Richard Simmons)	CBS 7:30pm	with regulars & Casey MacGregor, Francis DeSales, Jerry Eskow, Lee Sharon; (SW&SD).
Bob Cummings Show	CBS 8pm	with regulars & Bonita Granville; (SW&SD).
SHOWER OF STARS	CBS 8:30pm	(O) Hugh Wedlock & Howard Snyder; with Jack Benny, Gale Storm, Lawrence Welk, Jacques D'Amboise(D), Sid Krofft(puppets), Hedy Lamarr; Dir - Ralph Levy.
Danny Thomas Show	ABC 9pm	The Model; with regulars & Barbara Logan, Elaine Edwards, Jean Howell; (SW&SD).
PLAYHOUSE 90	CBS 9:30pm	The Last Tycoon; (O) F. Scott Fitzgerald; (A) Don M. Mankiewicz; with Jack Palance, Viveca Lindfors, Keenan Wynn, Peter Lorre, Lee Remick; Dir - John Frankenheimer.
THE FORD SHOW	NBC 9:30pm	George Gobel
LUX VIDEO THEATRE (Gordon MacRae)	NBC 10pm	Eileen; (O) Victor Herbert; with Gordon MacRae, Patricia Morison, Wendy Martin, Paul Keast, John McGiver, James Lydon, Ollie O'Toole; Dir - David McDearmon.

FRIDAY MARCH 15

Adventures of Rin-Tin-Tin(Lee Aaker)	ABC 7:30pm	The Frame Up; with regulars & Roy Gordon, John Reach, John Pickard, George Eldredge; (SW&SD).
Adventures of Jim Bowie(Scott Forbes)	ABC 8pm	Jackson's Assassination; with regulars & Leslie Kimmell, Perry Lopez; (SW&SD).
West Point	CBS 8pm	The Only Witness; (O)David P. Harmon; with Eddie Foy III, Peter Baldwin, Ron Hagerthy; Dir - James Sheldon.
Crossroads	ABC 8:30pm	Lone Star Preacher; (O) Herbert R. Purdom; with Victor Jory, Don Megowan, Frank Ferguson.
Dick Powell's Zane Grey Theatre	CBS 8:30pm	There Were Four; with John Derek, Dean Jagger.
Joseph Cotten Show-On Trial!	NBC 9pm	The Freeman Case; with Mr. Cotten, Henry Daniell, Bob Nichols.
The Vise (Donald Gray)	ABC 9:30pm	Death Wears A Coronet; with regulars & John Dearth, Barry Keegan, Keith Grieve, Tom Gallagher, Alistair Hunter, Shirley Lawrence; (SW&SD).
Schlitz Playhouse	CBS 9:30pm	The Girl In The Grass; (O) Margery Sharp; (A) Dwight Taylor; with Ray Milland, Fay Baker, Carolyn Jones, Nora Marlowe, Olive Blakeney, Joseph Corey, Thomas F. Martin; Dir - Ray Milland.
BIG STORY (Ben Grauer)	NBC 9:30pm	Dave Alter, Reporter: El Paso (Texas) Herald-Post;(A) Gail Ingram; with Billy Redfield, Cliff David.
The Lineup (Warner Anderson)	CBS 10pm	The Charlene Bleak Murder Case; with regulars

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY MARCH 11 - MARCH 15

GOOD MORNING (Will Rogers, Jr.)	CBS 7am	3/11 - Stubby Kaye(C), Burt Taylor(S); 3/12 - Henny Youngman(C), Trudi Richards(S); 3/13 - Florian Zabach(M), Henny Youngman(C); 3/14 - Roger Price(C), Robert Maxwell(M); 3/15 - Bobby White(S), Henny Youngman(C).
GARRY MOORE SHOW	CBS 10am	3/12 - Martha Davis & Spouse(M); 3/15 - Betty Walker(C), Enid Mosier & Trio(M).
CLUB 60	NBC 1:30pm	3/11 - John "Crazy Otto" Maddox(M); 3/12 - Count Criste & Jennifer Marshall(S-D); 3/13 - Eddie Heywood(M); 3/14 - The Ink Spots(S); 3/15 - Will Mahoney & Co.(C).

MULTIPLE & ACROSS-THE-BOARD SHOWS(Cont'd)

TENNESSEE ERNIE FORD SHOW	NBC 2:30pm	3/11 - Jack Palance(A); 3/12 - Tommy Sands(S); 3/13 - Harpo Marx(C).
NBC MATINEE THEATRE	NBC 3pm	3/11 - The Carefree Tree; (O)Aldyth Morris - re-run; 3/12- Bread Upon the Waters; (O)Ray Lukshis; (A)Nicolas Baehr; 3/13 - The Outing; (O)Arnold Rabin; 3/14 - Yesterday's Magic; (O)Luigi Pirandello; (A)Michael Dyne; 3/15 - Tongue Of Silver; (O)Michael Dyne.
MODERN ROMANCES	NBC 4:45pm	The Has-Been; (O)William Kendall Clarke; with Gerry Grant, Diana Douglas, Gene Lyons, Ed Peck.
TONIGHT! (Jack Lescoulie)	NBC 11:15pm	3/14 - Al Capp(cartoonist), Cyril Ritchard(A).

SATURDAY MARCH 16

TRUE STORY (Kathi Norris)	NBC 12N	PREMIERE: The Alibi;(O)Mike Morris; with Philip Abbott, June Dayton, Burt Freed, Jim Bowles, Bart Aplon; Dir - Sterling Reynolds.
My Friend Flicka	CBS 7pm	RETURN TO NETWORK: The Wild Horse; re-run.
JACKIE GLEASON SHOW	CBS 8pm	(Jackie Gleason returns April 6); Kate Smith, Jonathan Winters(C), Bobby Van(D), Gene Sheldon(panto), June Taylor Dancers, Pat Rooney, Sr.(D), Bill Thompson(C).
PERRY COMO SHOW	NBC 8pm	Dana Andrews(A).
SATURDAY COLOR CARNIVAL	NBC 9pm	"TV" EMMY AWARDS: (Coming from N.Y. & Calif.) Participants; Ed Sullivan, Phil Silvers, Dave Garroway, Jimmy Durante, Ernie Kovacs, Peggy Wood, Desi Arnaz, Nat "King" Cole, Ralph Edwards, Peggy Lee, Julie London, Lloyd Nolan, Robert Young; Dir's - William Bennington(Calif); Craig Allen(New York).
OZARK JUBILEE	ABC 10pm	Smiley Burnette(C-S), David Houston(S).

SUNDAY MARCH 17

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	In The Dust Of Hope; (O) Milton Wayne; Dir - James MacAllen; no cast info. available at press time.
LOOK UP & LIVE	CBS 10:30am	Poland: The Black Madonna of Czestochowa; (O) Anthony J. Palmerio; with Albert Decker, Max Adrian, Johnathan Harris, Milton Selzer, Paul Stevens, Michael Kane; Dir - Marvin Silbersher.
CAMERA THREE	CBS 11:30am	The Alchemy Of Light; Lighting and its creative effects.
PURIM STORY	NBC 2pm	A Story For Queen Esther; (O) Morton Wishengrad; with Jules Munshin, Mildred Trares, Tom Glazer, Joseph Buloff, Ralph Bell, Tom Glazer(S); Dir - Martin Hoade. SPECIAL.
ODYSSEY	CBS 4pm	Diary Of A Roman G.I.; (O)Walter Wanger; with Bill Mauldin; Dir - Roger Englander & John Desmond; (FILM) Scipio Africanus - Roman Legions at the Battle of Zama in 202 B.C.
Telephone Time (John Nesbitt)	CBS 6pm	Fight For The Title; (O)Laslo Vadnay; with George Brenlin, Michael Landon; Dir - Earle Kenton.
77th Bengal Lancers	NBC 7pm	The Courtship of Colonel Standish; (SW) Roy Erwin & Patrick Whyte; with regulars & Queenie Leonard, Roy Erwin, Michael Carr, Reginald Lal Singh; (SD) Douglas Heyes.
Private Secretary (Ann Sothern)	CBS 7:30pm	Thy Name Is Sands; with regulars & Frank Wilcox, Glenn Langen, Linda Lowell; LAST SHOW.

SUNDAY MARCH 17(Cont'd)

HALLMARK HALL OF FAME	NBC 7:30pm	There Shall Be No Night; (O) Robert Sherwood; (A) Morton Wishengrad; with Charles Boyer, Katherine Cornell, Karel Stepanek, Theodore Bikel, Phyllis Love, Ray Walston, Bradford Dillman, Gerald Hiken, Val Avery; Dir - George Schaefer.
ED SULLIVAN SHOW	CBS 8pm	Harold Lang(D), Helen Wood(D), Robert Mitchum, The Ames Brothers(S), Lord Mayor of Dublin, Robert Briscoe, Mary O'Hara(M), Edith Adams(C-S), Connie Towers(S), Joe, Jack & Joanie(acro).
OMNIBUS (Alistair Cooke)	ABC 9pm	The Story of Amelia Earhart; (O) Sidney Carroll; with Meg Mundy; no other info available at press time.
General Electric Theatre	CBS 9pm	The Victorian Chaise Lounge; with Joan Fontaine, Marc Dana; no other info available at press time.
ALCOA HOUR	NBC 9pm	The Original Miss Chase; (O) Frederick Lonsdale (The Last Of Mrs. Cheyney); (A) William McCleery; with Nanette Fabray, John Williams, Larry Blyden, Evelyn Varden, Hiram Sherman, Henry Lascoe; Dir - Kirk Browning.
Alfred Hitchcock Presents	CBS 9:30pm	I Killed The Count; (O) Alec Coppel; (A) Francis Cockrell; with John Williams, Charles Davis, John Hoyt, Alan Napier, Charles Cooper, Froy Kendrick, A.E. Gould-Porter, Pat Hitchcock; Dir - Robert Stevens.
Loretta Young Show	NBC 10pm	Guest In The Night; (O) Jack & Luci Natteford; with Miss Young, Hugh O'Brian, Earl Roby, Frank Kumagi, Lumsden Hare, James Flavin, Phil Tead; Dir - Justus Addiss.

ROSS REPORTS—TELEVISION INDEX

MARCH 13, 1957

VOLUME 9 NUMBER 11 A

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Firestone provided the climax for another suspense story for ABC by signing for another season for the Voice of Firestone, which will be seen over the net on Monday evenings in the fall, 9-9:30pm, starting Sept 9.....The Steve Allen Show will originate from Hollywood on March 24 and 31. Allen and the advance crew leave for the Coast this week, with a total of 18 members of the New York staff slated to work with a Hollywood-based production crew. The March 24 show will topline Lou Costello and Greer Garson among others, while the following Sunday's show will have Tennessee Ernie Ford, Peggy Lee and The Collins Kids.....Judy Johnson has been named permanent hostess for Tonight!, working with host Jack Lescoulie in New York. The singing redhead survived an elimination that had eighteen prospects trying out during a six-week period in New York.....San Francisco Call-Bulletin columnist Paul Speegle will be host for all Tonight! originations from San Francisco, now added to the program's basic group of cities. The first feature from the city will be on Thursday, March 14..... ...Eddie Bracken stars tonight (13) as the m.c. for Masquerade Party, returning to the air over NBC. Johnny Johnston will join the panel group, with Betsy Palmer, Ilka Chase and Bobby Sherwood.....Twentieth Century-Fox stars Debra Paget and Jeff Hunter will be hostess and host of the NTA Film Network's showings of 20th's films over 128 stations starting April 1. The program will be titled Premiere Performance.

Leo Durocher, Lindsey Nelson and Jim Woods will be the announcers for NBC's version of Major League Baseball on television on 26 Saturday afternoons this summer. Ross Reports booted one last week in considering the new NBC baseball program a successor to the CBS version which ran last summer. A release that was a bit vague on antecedents misled us. CBS will have its Baseball Game of the Week back this summer as usual, with Dizzy Dean and Buddy Blattner returning as the knowledgable action reporters. Falstaff Beer and American Safety Razor will also return as sponsors, with Marlboro Cigarettes joining the sponsor roster for the first time. It'll also be the first summer that two nets will carry major league telecasts, but despite the wide coverage few cities will have conflicts. All telecasts are blacked out in major league cities.

Leland Hayward has signed an exclusive five-year contract with CBS Television that calls for the production of one 90-minute show per year, plus the creation during each year of one program series which will be co-owned by Hayward and CBS. MCA handled the negotiations for Hayward.....Paul Monash is coming to New York at the end of this month to scout and discuss future scripts for Climax!.....Ad-promotion budgets of the nets will be stepped up considerably this fall because of the new patterns being set for "specials." CBS is coming back into the "big" picture with its ten hour-and-a-half live evening shows to be sponsored by DuPont, while NBC in breaking its every fourth week pattern for its specials will also have to re-educate its viewing public.

(MORE)

ROSS REPORTS—TELEVISION INDEX, Service Subscription Rates: $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates. ✓ ✓ Service includes: Weekly reports on current television production, programs, advertisers, talent movements; unlimited telephone and mail information service; periodic reports on special aspects of television; semi-annual and annual industry surveys, and The Television Index card file.

Stage wives made news last week, with the biggest divorce certainly that of Sid Caesar and Janet Blair. Miss Blair had replaced Nanette Fabray who, among other considerations, had been turned down on a request for better billing. Miss Fabray had been a big hit during the 1955-56 season. Miss Blair, an established star, felt that her assignments on the show were not what had been promised to her when she was first signed. The addition of other featured players to the regular Caesar cast cut the time available for a more extensive display of the Blair talents during the season. The successive Fabray-Blair tempests probably means the end of the "Commuter" sketches on the Caesar show if the comedian returns with his revue format next fall.....Another big stage wife story is the coming "marriage" of Danny Thomas in his filmed series. On the show of April 4 he'll meet Marjorie Lord as a new character, "Kathy," and three weeks later, on the April 25 show, Thomas will propose marriage, setting next season's cast lineup.....The third stage wife story is really incidental. Jeff Donnell who has had her ups and downs during the two years of the George Gobel Show returns to the program for the first time this season to protray again, for at least one program, Gobel's wife "Alice."....The television roles of many stars, their problems with their shows and all the other oddments of a television career, have become as newsworthy as the private lives of movie stars and receive as much page two and page three attention (if they don't hit the front page) as the movie stars do with their real life problems.

Howdy Doody is casting one of its developments adrift to star in a show of its own, starting next Saturday, March 16 over NBC. The character, "Gumby," a small wedge-shaped character made of modeling clay, will have its own The Gumby Show, complete with sponsor, The Sweets Company of America, in the time spot immediately after the Howdy Doody half-hour, 10:30-11am EST. It displaces the re-runs of I Married Joan in the time spot. The Gumby character was created by film artist Art Clokey. The new program will be produced by Roger Muir and directed by Bob Hultgren, the Howdy Doody production team.....Gene Kelly will be host and m.c. of NBC's hour-and-a-half Salute to Baseball on Saturday evening, April 13. Kelly will fly to New York to handle the special role.....Prudential Insurance Co has agreed to a unique sponsorship plan for The Twentieth Century, new CBS Public Affairs program series set for this fall, replacing You Are There for the sponsor. The 26-week series, according to the agreement, covers 26 filmed programs, covering the past, the present and the future, under the program title, presenting a pictorial history of world events since 1900. The basic "past" series includes 17 half-hour and one full-hour presentation. The present series will include four half-hour shows, with the unusual added feature of up to six special news programs to be slotted on a pre-emption basis. These six programs, unscheduled until a major news story develops, allows flexibility to report fast-breaking news stories. Although CBS belived it has "the first sponsor in television to provide for stand-by sponsorship of important news events," it is only the first in network TV. General Petroleum Corp. has had a public service stand-by sponsorship set-up with KTTV(LA) for several years which calls for pre-emption coverage by the station of all top, fast-breaking news stories on the West Coast. This doesn't take anything from the pioneering step in the expensive world of network TV by Prudential.

PEOPLE GOING PLACES: Bertram Berman named director of daytime program development, and Edwin S. Friendly, Jr., appointed daytime program director, for CBS Television, with both reporting to Oscar Katz, v.p. in charge of daytime programs..... J. English Smith named manager of TV network programs for ABC in New York. Sandy Cummings appointed manager of TV network programs for the ABC Western Division in Hollywood.....Alan Douglas joined WEWS(Cleve) as producer-announcer.....Francis C. (Bob) Wood, Jr., elected president of Sound Masters, Inc., New York, succeeding Harold E. Wondsel, who has resigned after 20 years in the post to form his own film production organization.....Ray Favata, cartoon and design artist, has joined the staff of CBS Terrytoons as a director.